OCTOBER 10, 1960 THIRTY-FIVE CENTS

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Food companies become $1 million per day tv customers Page 48

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ACTION! DRAMA!

Stories of the man hired to "KEEP TROUBLE OUT OF MIAMI!"

"Miami Undercover"

starring
LEE BOWMAN
as Jeff Thompson
with
ROCKY GRAZIANO
as "Rocky"

The New Power In TV Programs . . .

United Artists

ZIV

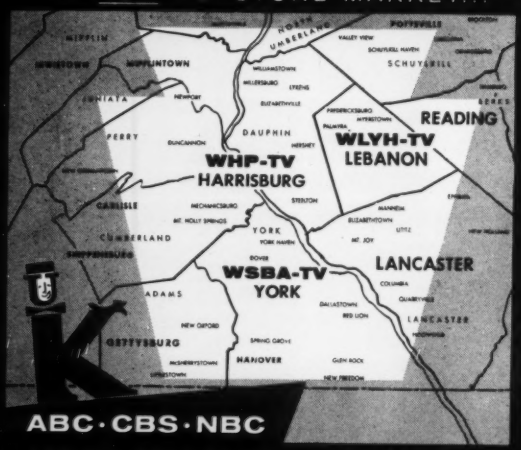
SUDDEN DANGER! HIDDEN INTRIGUE!
Against a luxurious background . . . interesting people seeking fun and excitement! A gay, carefree resort that must be kept free of undesirable guests, embarrassing scandal, crime of any sort!

FILMED ON LOCATION IN MIAMI!
Ziv-United Artists captures the adventure, excitement and romance of America's fabulous playground. Now, a TV series destined to be the season's most unusual success!

Your Ziv-UA man can tell you if your market is open!

Ziv-United Artists, Inc.
488 Madison Avenue
New York 22, N.Y.

THE NEW KEYSTONE MARKET...



SERVED BEST BY THE KEYSTONE U's

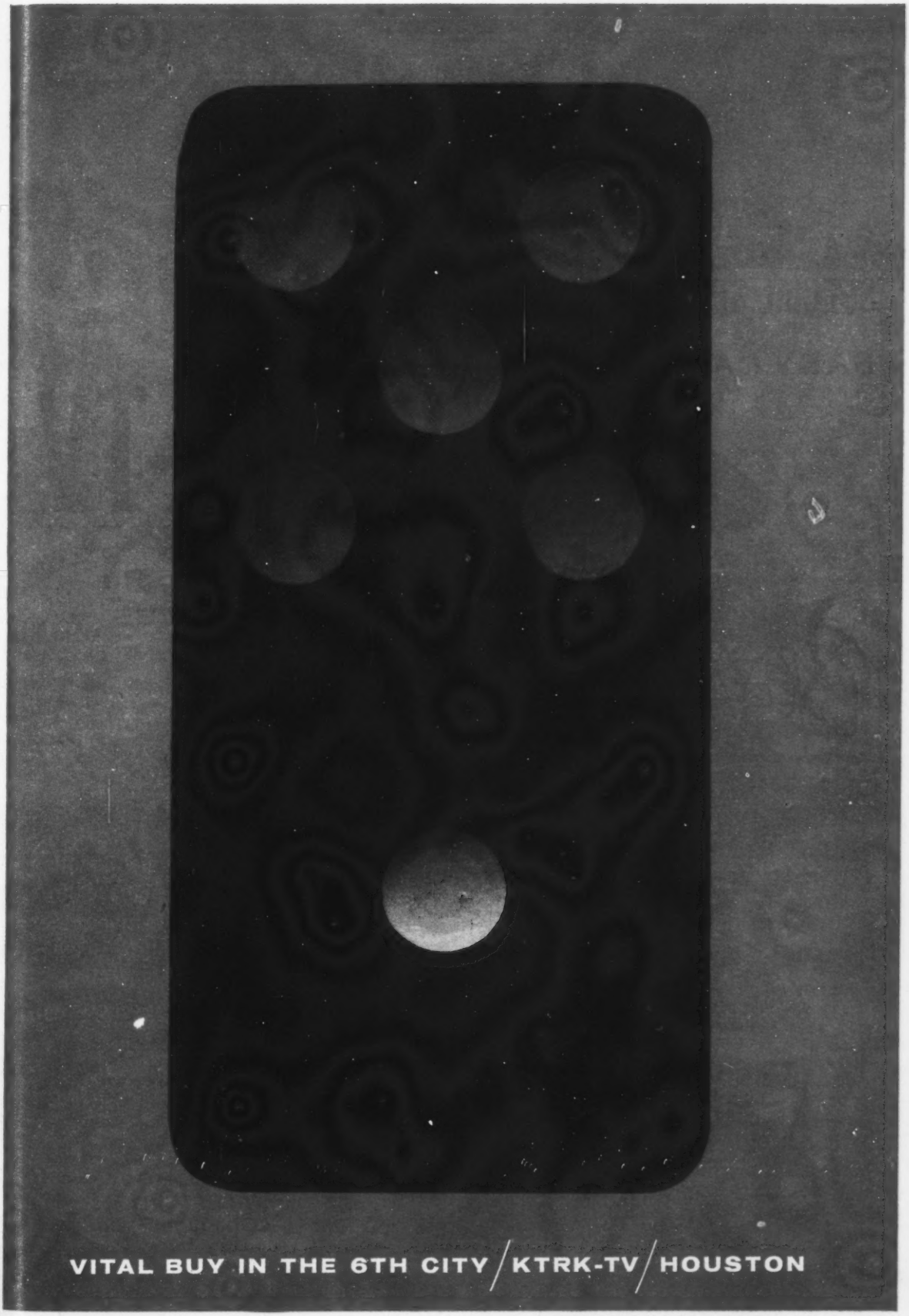
Check these facts for yourself. Send for fully documented brochure, "Keystone Market in the Keystone State."

Discovered the NEW Keystone Market . . . served BEST by the Keystone U's? In the Harrisburg-Lebanon-Lancaster-York area the three Keystone U's can deliver more homes at lower cost-per-1000 than the VHF station in the market.* Buy the Keystone U's, now available as a group buy with one billing . . .

WHP-TV
WLYH-TV
WSBA-TV

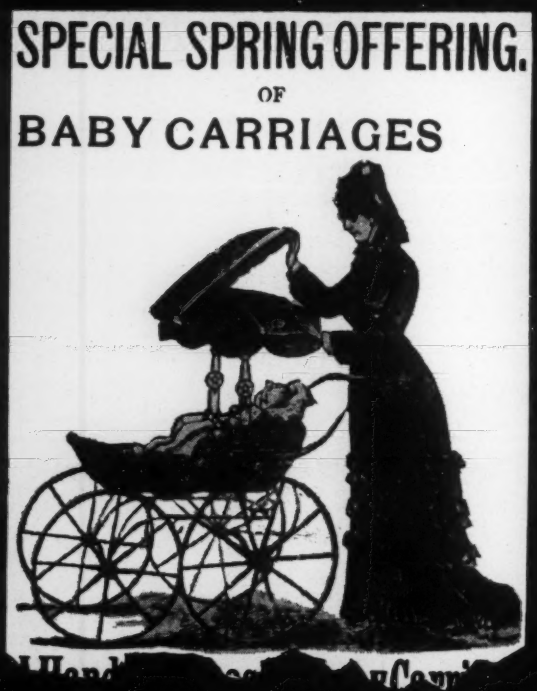
*ARB, Harrisburg-Lancaster-Lebanon-York, March 1960

Contact Keystone National Sales Office, 485 Lexington Avenue, New York, OXford 7-9737 or contact any of the following representatives: Bolling Co. for **WHP-TV**, Blair-TV Associates for **WLYH-TV**, Jack Masla & Co. for **WSBA-TV**.


VITAL BUY IN THE 6TH CITY/KTRK-TV/HOUSTON

NG VALUES

1885

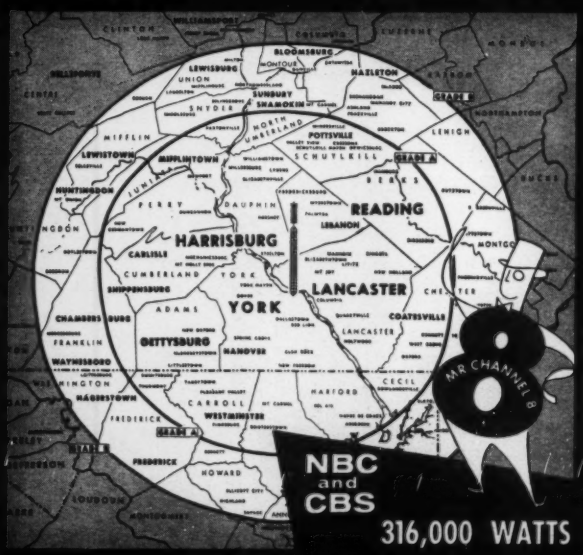


1960

WGAL-TV

Channel 8
Lancaster, Pa.
NBC and CBS

MULTI-CITY TV MARKET



Best buy in the Lancaster/Harrisburg/ York area today. This Channel 8 station is far and away the favorite in these three metropolitan markets and in many other communities as well. WGAL-TV delivers this responsive, prosperous viewing audience at lowest cost per thousand.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Pioneer to quit ■ Ed Craney, among last of first-generation rugged individualists in broadcasting, is in process of selling his radio-tv properties in Butte and Helena, Mont., to Joseph S. Sample, owner of KOOK-AM-TV Billings, Mont. Mr. Sample, son of partner in Blackett-Sample-Hummert and himself ex-agency man, has reached agreement with Mr. Craney for price well in excess of $1 million. Stations are ch. 4 KXLF-TV and KXLF (5 kw, 1370 kc) Butte and ch. 12 KXLJ-TV and KXLJ (250 w, 1240 kc) Helena.

Mr. Sample and his wife will acquire stock of Z-Bar Corp. in which Mr. Craney holds more than 90% interest. Mr. Craney, who in pre-tv era figured prominently in anti-clear channel and anti-ASCAP battles, in recent years has been combatting community antenna inroads and had instituted suit involving program property rights. He has had ownership interest in half-dozen radio stations in Montana and Washington and founded ch. 4 KXLY-TV in Spokane in 1953. Whether Mr. Craney, who is 52, will re-enter broadcasting elsewhere isn't known. Mr. Sample, in addition to Billings properties, owns 50% of KUEN Wenatchee, Wash. Blackburn & Co. is handling transaction.

Option hours ■ Television networks say they haven't got down to serious thinking about what hours they want for option time, under FCC's cutback from 3 to 2½ hours in each day-part (BROADCASTING, Sept. 19). When they decide, consensus is that each network will negotiate new affiliation contracts reflecting new hours, although there's minority speculation this might not be necessary. In any case, general feeling is that although Jan. 1 effective date falls in middle of 1960-61 season, affiliates will continue to honor present clearance commitments, so that real problems, if any, won't be felt till next fall. Networks still have time to appeal FCC's ruling, but nobody expects this.

Collins' deal ■ NAB today formally will end eight-month search for its new president with expected confirmation of Florida Gov. LeRoy Collins by 43-man board of directors in Washington. Gov. Collins won't assume new duties until he concludes his second term as Florida's Democratic chief executive on Jan. 3. It's presumed appointment will be for term of less than customary five years (probably three) and that compensation will be same as that paid late President Hal Fellows—$75,000 base, plus certain expenses.

In keeping with his commitment to forsake partisan politics if he becomes president of NAB, Gov. Collins last week cancelled out as principal speaker at $50-per-plate Democratic fund raising dinner in Houston. Arrangements committee was notified of cancellation on Saturday (Oct. 1) with Sen. Robert Kerr (D-Okla.) substituting for him at last Wednesday's affair.

No complaints ■ Rep. Oren Harris, who's given broadcasters more trouble than any other congressman, is about to go on public record commending them. He's expected to make statement saying radio and television have done outstanding job of political broadcasting in this campaign. His House Commerce Committee has heard no complaints about unfairness. Lack of complaints is matter of amazement elsewhere in government too (see story, page 33).

Nothwithstanding status of religious issue in presidential campaign, FCC has so far received only one inquiry on subject—from broadcaster, not listener or viewer. Southern minister in regular religious broadcast inveighed against Roman Catholic church, and broadcaster asked FCC whether he should log program as "religious" or "political."

Pay tv talent ■ Announcement shortly will be made by TECO, pay tv associate of Zenith, of arrangement with Leland Hayward, executive producer, whereby he will assume substantial responsibility for programs in proposed Hartford pay tv test in conjunction with RKO General. Hearings on RKO General-Zenith application are scheduled before FCC, Oct. 24-29. Mr. Hayward, with many Broadway and Hollywood credits, is under contract to CBS until end of 1961.

Persuader profile ■ In talk stage now is unified move by advertising fraternity to find out what public image of ad business really is. This would be study on status of advertising in consumer mind, for use in pr efforts of Advertising Federation of America and Advertising Assn. of West. Idea was born in planning for next "Advertising Week" (literally year but not yet renamed). Planners are talking about doing survey on cooperative basis with much of work contributed in interest of business and ready for use sometime before first ad "year" is out.

Up in air ■ Relations between FCC and Federal Aviation Agency are "strained." FAA lawyers still insist that aviation act reserves to agency final word on tall towers (BROADCASTING, Sept. 19). FCC officials say there is statutory conflict between aviation and communications acts that may have to be resolved by Congress. FCC has task force working on problem. It comprises Dee W. Pincock, assistant general counsel (regulation), James E. Barr, assistant chief, Broadcast Bureau, and John R. Evans, chief, aviation division. Most pressing question which must be answered soon is whether FCC should file comments on FAA's proposed rules covering tall structures. Comments are due Oct. 31.

Post-'48 problem ■ Any day now NAB's tv code board will offer subscribing stations and networks guidance in policing theatrical movies produced since 1948 and now appearing in television market. Problem centers around relaxed standards in more recent Hollywood product as well as hypoing of costumes and sex situations. Many stations have asked board for help in editing out material deemed questionable for general public or even late-night audience.

Veteran's return ■ Theodore C. Streibert soon will terminate three-year association with New York Gov. Nelson A. Rockefeller and brother, Laurance S. Rockefeller as business consultant. He has not announced his plans but it's presumed he will return to broadcast field. Prior to Rockefeller association, he served for three-and-one-half years as first director of USIA as independent agency, reporting directly to President (USIA was previously part of State Dept.). Prior to that, he was chairman of MBS under General Teleradio ownership, and president of WOR operations in New York.

Close observer ■ Nick Zapple, communications expert of Senate Commerce Committee, is becoming most ubiquitous official in government where broadcasting is concerned. For years he has attended all NAB conventions and many industry meetings. This year he sat in on both national political conventions as representative of Senate Committee and more particularly its political "watchdog" function in this year's elections. And he was among those present in Chicago for kick-off of Nixon-Kennedy face-to-face discussion series—again in connection with "watchdog" duties and at Washington encounter last Friday.

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dominant?

Lots of
stations **claim**
to be dominant.
The August Nielsen
Special Four Week
Report **proves**
WAGA-TV in Atlanta
is DOMINANT!
1st. in Atlanta!

Over-all share of audience
for period ending August 7 39.1
Station B 36.6; Station C 24.3

waga·tv 5

THE **STORER** STATION IN **ATLANTA**

(NSI Special 4-Week Report August 1960 Metro Area Average Day Part Station Shares M-F 6 am-6 pm Sun-Sat 6 pm-mid.)

WEEK IN BRIEF

MR. KECK

No self-styled experts needed in tv ■ On recent evenings the tv viewer at home was able to sit in on the greatest events of political history. From adjacent programs he was able to choose among news, comedy, western, mystery and drama programs. Yet there are too many people who have two jobs: their own and tv. And there are those in tv who claim the right to determine what the people should have. But the real expert knows the control lies in the hands that twist the dial. It's emphasized in this week's MONDAY MEMO by John Scott Keck, vice president and director of tv-radio programming, Needham, Louis & Brorby, Chicago. Page **26.**

Politics abound ■ Few complaints of unfairness by the broadcasting industry in national and local campaigns are found in a check of government and broadcast sources. Third "Great Debate" is to be the most complicated remote pickup in history. Page **33.**

Research game ■ Ad ball lands in research court at sixth annual Advertising Research Foundation conference, featuring day-and-a-half match between agency-advertiser-media bosses and research chiefs. Page **36.**

Good taste in advertising ■ Assn. of National Advertisers join AAAA in operating the "Interchange" system, designed to improve advertising content through self-criticism. Page **40.**

Tv keeps moving vans busy ■ North American Van Lines tells how its televised *Championship Bridge* has built a loyal clientele. Page **42.**

Show time ■ The Cunningham & Walsh tv department produces an original musical revue for the auto industrial show in Detroit. It could be a forerunner of a trend. Page **46.**

Food: $1 million daily on tv ■ Television Bureau of Advertising today releases study that show this type of advertiser spent $144.7 million in tv network and spot during first half of 1960. Page **48.**

FCC expands its New York uhf test ■ A higher frequency may also be added at Alpine, N.J. Page **68.**

Alcohol clarified ■ NAB Tv Code Board issues an interpretation of liquor ban language, showing its application to advertising of cocktail and highball mixer. Page **78.**

NAB conferences to open ■ Eight-meeting series starts Oct. 13 in Atlanta, Ga., moves to Dallas and continues into the Far West and back eastward to Chicago. Page **78.**

Global tv in four years? ■ That's the target date for three stationary satellites over the equator, acting as active repeaters. Page **96.**

A worldwide business ■ Radio-tv shows up as a multi-billion dollar enterprise in free-world nations, but U.S. accounts for three-quarters of the total figures. Page **106.**

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ONE FIRST NO. 1

IN LANSING

The latest Hooper proves that . . .

WILS

is the markets'

NO. 1 STATION

TIME	WILS	STATION B
Mon.-Fri. 7:00 am 12:00 noon	63.1	19.9
Mon.-Fri. 12:00 noon 6:00 pm	66.5	14.2

C. E. Hooper — Jan., Feb., March, 1960

with 5000 WATTS

WILS

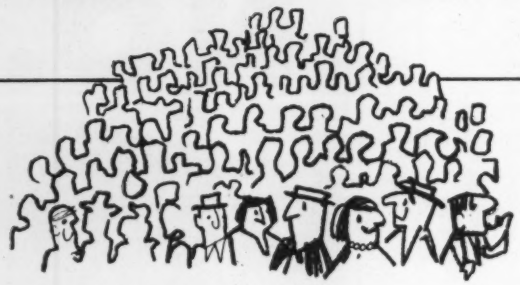
leads Station B in power by 20-1

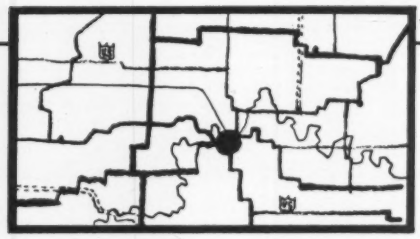
. . . all of which makes WILS the very best buy to serve and sell the Lansing markets' 313,000 residents

represented by Venard, Rintoul & McConnell

WILS is associated with WILX-TV NBC · CHANNEL 10 studios in LANSING – JACKSON – BATTLE CREEK and WPON – Pontiac

when you think of Kansas City remember our A.P.*





2,320,499 CASH CUSTOMERS *in our* **200-MILE-WIDE MARKET**

BUY $110,779,000
worth of Drugs Yearly

BUY $453,279,000
worth of Cars & Trucks
Yearly

BUY $621,863,000
worth of Groceries
Yearly

according to the 1958 census of business

our
800,070
Radio Homes

our
616,940
TV Homes

are reached at Lowest Cost by KCMO-Radio's 50,000 Watt Saturation Coverage and by KCMO-TV's 100,000 Watt Saturation Coverage according to Nielsen, Pulse and Hooper

From the TALL TOWER at Broadcasting House

*AREA POTENTIAL

Kansas City MO TV-Radio-FM

E. K. HARTENBOWER, V. P. and Gen. Mgr., R.W. EVANS, Radio Sta. Mgr., SID TREMBLE, TV Sta. Mgr.

Represented Nationally by Katz Agency

A Meredith Station Affiliated with "Better Homes and Gardens" and "Successful Farming" Magazines.

AT DEADLINE

LATE NEWSBREAKS ON THIS PAGE AND NEXT · DETAILED COVERAGE OF THE WEEK BEGINS ON PAGE 33

FTC orders Eversharp, Compton, to halt tv ad

Eversharp Inc. and its agency, Compton Adv., have been ordered by Federal Trade Commission to halt tv demonstrations which purport to show Eversharp's Schick safety razors are safer than those of competitors.

FTC also ordered agency and advertiser to stop disparagement of safety features of competing razors and from showing or implying consequences that may result from use of competing razors. FTC action affirmed FTC hearing examiner's decision Aug. 9 on complaint Eversharp tv commercial showed competing razor slashing boxing glove worn by boxer Ingemar Johansson while Schick was shown shaving glove.

Khrushchev Open End gets foreign hookups

Scheduled appearance of Soviet Premier Khrushchev on Oct. 9 *Open End* program of WNTA-TV New York (story page 62) touched off repercussions at weekend as two sponsors—Sutro Bros. and Thermo-Fax Sales Corp.—withdrew from program. Tv tapes were purchased by British Broadcasting Corp., Canadian Broadcasting Corp. and Austrialian Broadcasting Commission.

National Telefilm Assoc., parent company, said radio version of this *Open End* program was offered free to stations (except for line charges) and by Friday "more than 100 stations have accepted the offer." In addition, National Education & Television Radio Center completed arrangements Friday to carry program live on six of its stations—WGBH (TV) Boston, WTTW (TV) Chicago, KQED (TV) San Francisco, WQED (TV) Pittsburgh, KRMH (TV) Denver and KVIE (TV) Sacramento—and will offer tapes to its 42 other affiliates for delayed showing.

NTA was attempting Friday to line up regional group of commercial tv stations to carry program live.

Spokesman for Sutro Bros. said decision to "disassociate" itself from this program in *Open End* series was based on company's belief show would "not further" U.S.-Soviet relations and its inclination not to supply "a propaganda platform for the master technician of Communistic propaganda." Sutro praised *Open End* as program of ideas and said it planned to continue its sponsorship. Only other regular sponsor, Thermo-Fax, gave no explanation for its move and it was not known if occasional spot advertiser would place its commercial on program.

Ely Landau, NTA board chairman, issued statement he considered program a "tremendous public service effort to the people of the U.S. and throughout the world."

Hungarian refugee group picketed 444 Madison Ave., New York, headquarters of Talent Assoc., Friday. TA head David Susskind is host of *Open End*.

Fewer viewers

Audience for second in "Great Debates" series was down substantial 13% from that of Sept. 26, according to multi-city Arbitron taken in seven markets. Friday's confrontation drew 47.1% of total sets in areas or 75% of those watching tv. This compares with 54.1% of total sets and 83% of viewing audience for first go Sept. 26. This reflects drop in sets in use. ARB reported definite consistency in all seven markets.

Johnson, Lodge spurn joint tv appearances

Two vice presidential candidates have rejected proposals for joint tv appearances, CBS Inc. President Frank Stanton said in Washington Friday. Both Sen. Lyndon B. Johnson and Henry Cabot Lodge rejected idea without explanation, he added.

As to chance of 1964 debates between presidential candidates, he said he was "less certain about revival" than about completion of current series of four debates (see political roundup page 33). "I would hope that the public would say to the President in 1964 that 'You owe it to us' to make these television appearances," he said.

Debate panelists

Two print media panelists for third Nixon-Kennedy debate were chosen Oct. 13 by candidates' spokesmen. They are Roscoe Drummond, *New York Herald Tribune*, and Douglas Cater, *Reporter* magazine. Two network panelists representing CBS and NBC not yet named for split-screen conference (early story page 33).

KATZ sues KXLW, hits 'Kennedy-Nixon' drive

Two suits asking total of $1.5 million damages for allegedly libelous and disparaging statements and competitive practices filed against KXLW Clayton, Mo. (St. Louis), by KATZ St. Louis. Actions, filed in St. Louis city circuit court, name Richard J. Miller of New York, KXLW owner, and station as defendants, asking $750,000 from each.

KATZ charges KXLW practiced deception in promotion plugs based on voices of John F. Kennedy and Richard Nixon. It's claimed plugs falsely lead public to believe KXLW and George Logan, disc jockey, are endorsed by two presidential candidates. Register-vote themes are included in air spots.

In addition KATZ charges KXLW distributed to agencies, sponsors and other parties brochure which implied that money spent on KATZ was for "BADvertising" whereas KXLW provides "ADvertising." Brochure is described by KATZ as libelous pitch to advertisers and agencies, misleading public and radio advertisers as to policy and character of KATZ.

Mr. Miller told BROADCASTING his station "devised a carefully planned promotion campaign and the competition didn't know when the suit was filed that the station had searched for and found an actual John F. Kennedy and a Richard Nixon." He said Kennedy and Nixon spots do not identify them as presidential candidates or attempt to imitate their voices. Law suit and promotion campaign received wide publicity in St. Louis. Both stations carry all-Negro programming.

RTNDA elects

Bill Monroe, WDSU-TV New Orleans, elected president of Radio-Television News Directors Assn. Friday for 1960-61 term succeeding William Small, WHAS-AM-TV Louisville. Other officers elected at Montreal convention (early story page 60) included: Dick Cheverton, WOOD-AM-TV Grand Rapids, Mich., first vice president; Bill Garry, WBBM-TV Chicago, vice president for television; Bert Cannings, CFCF Montreal, vice president for radio; Lee White, KROS Clinton, Iowa, treasurer (for three year term following constitutional change at Friday meeting).

Other officers: directors for three year terms—Jack Morris, KTUL-TV

AT DEADLINE CONTINUED

Tulsa; Harry McKenna, WEAN Providence, R.I.; Bill Sheehan, WJR Detroit; directors for two years—Dick John, WKY-TV Oklahoma City, and Julian Goodman, NBC News, New York; director, one-year—Paul Boudreau, CKAC Montreal.

WINS sale is signed; two others reported

Station sales reported Friday, all subject to FCC approval:

■ WINS New York, N.Y.: Contract signed for sale by J. Elroy McCaw to Storer Broadcasting Co. for $10 million (BROADCASTING, Aug. 1). Agreement exercises option signed last July and follows Storer sale of WWVA-AM-FM Wheeling, W.Va., to group headed by Ira Herbert, former New York broadcaster, for $1.3 million (BROADCASTING, Sept. 26). WINS is 50 kw on 1010 kc. Howard Stark was broker.

■ KPAR-TV Sweetwater, Tex.: Leased to Texas Key Broadcasters Inc. by Texas Telecasting Inc. for 10 years with option to buy, for total consideration of $799,440. Texas Key is owned by James M. Isaacs, Texas Telecasting vice president and general manager of KPAR-TV, 48.5%; Albert R. Elam Jr., 50.5% and Albert R. Elam Sr., 1%. Elams are in trucking and oil businesses. Texas Telecasting (W.D. Rogers and associates) own KDUB-AM-TV Lubbock, 50% of KVER-AM-TV Clovis, N.M., and hold lease on KEDY-TV Big Spring, Tex. KPAR-TV is ch. 12 with CBS affiliation.

■ KDON Salinas, Calif.: Sold by Richard Bott and wife to John B. Rushmer for $190,000 plus assumption of $175,000 in obligations. Mr. Rushmer is former Standard Oil Co. employee who in last year was vice president of Beautyrama Enterprises Inc., Kansas City tv film production company, and dean of U. of Kansas School of Business Administration. KDON operates on 1460 kc with 5 kw.

Quiz perjury citations

More than 20 contestants in tv quiz shows allegedly involving rigging have been named by special New York grand jury on perjury information counts. Informations do not carry criminal charge but give appraisals of situations grand jury believes need correcting. Names of contestants were not made available.

Fath appointed

New majority counsel for Senate Watchdog Subcommittee assumes job today (Oct. 10) following resignation over weekend of Joe Bailey Humphreys who returned to Dallas to devote time to campaigning for Kennedy-Johnson ticket.

Creekmore Fath, 44, arrived in Washington Friday, after appointment as majority counsel by Subcommittee Chairman Ralph Yarborough (D-Tex.). Mr. Fath, lawyer in general practice at Austin, Tex., said it's "too soon" for him to know if he will make changes in subcommittee's investigation of possible abuses by broadcasters of Sec. 315 during election campaign (see story, page 33).

Business briefly

Braniff flies C&W ■ Braniff International Airways, Dallas, announcing today (Oct. 10) award of its $2 million advertising account effective Jan. 1 to Cunningham & Walsh, N.Y. Account—including domestic and international advertising—formerly was handled by Potts-Woodbury, Kansas City, Mo. Braniff is spot radio user.

Elgin signs NBC-TV ■ Elgin National Watch Co. will turn again to tv—and particularly "personal touch" of NBC-TV's Jack Paar and Dave Garroway—to push its watch sales during November-December holiday season. Elgin said it was highly gratified with use of network tv for past campaigns with short-term saturation schedules. Agency: J. Walter Thompson Co., N.Y.

Shoe polish push ■ S.C. Johnson & Son, Racine, Wis., has entered $85 million shoe polish market and reports it will use more introductory advertising for its new polishes than was used to launch Johnson's Klear floor wax and Pledge spray wax. Tv will play big role. Five CBS-TV nighttime shows will be utilized, starting in mid-October. Extensive tv spot schedules also will be used in 15 cities. Agency: Needham, Louis & Brorby, Chicago.

WEEK'S HEADLINERS

MR. MITCHELL

Fred Marlin Mitchell Jr., formerly account supervisor on Procter & Gamble at Dancer-Fitzgerald-Sample, N.Y., joins Kenyon & Eckhardt, that city, as senior vp of account management. Mr. Mitchell, who will supervise management of K&E's Lever Bros. accounts, was with Foote, Cone & Belding, N.Y., for four years as account supervisor, before joining D-F-S in 1954.

MR. SMITH

Paul R. Smith, formerly officer and director of Fletcher Richards, Calkins & Holden, N.Y., joins Grant Adv., that city, as executive vp in charge of all creative services, effective Oct. 17. Mr. Smith had been partner, vice chairman of board, and supervisor of all creative activities of FRC&H. He previously was president of Calkins & Holden before merger with Fletcher Richards in 1959. Mr. Smith began his advertising career in the early 1930s as copywriter and then art director in now defunct William H. Rankin Co., Chicago. In 1932, he joined Kenyon & Eckhardt, N.Y., as art director, advancing to creative group director in 1937. He switched to D'Arcy in 1942 as creative director, remained until formation of own company in 1950, which soon merged with Calkins & Holden, of which he became president in 1957.

MR. MATHEWS

David Mathews, vp for west coast network tv at Fuller & Smith & Ross, Los Angeles, appointed head of all broadcast activities as agency earlier (BROADCASTING, Oct. 3) announced consolidation of all program and commercial broadcast activities in single department. Mr. Mathews was agency producer of *Alcoa Presents* and *Alcoa Theatre*. Mr. Mathews will report to T.L. Stromberger, senior vp and Los Angeles manager.

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES

Jefferson Standard Broadcasting Company

WBT

CHARLOTTE, NORTH CAROLINA

REPRESENTED NATIONALLY BY
CBS RADIO SPOT SALES

the *Plus* of adults

Adults control 98% of U. S. income.* WBT has a higher percentage of adult listeners than any other Charlotte radio station.**

* U.S. Dept. of Commerce
** N.S.I., 1958

WBT *adds up!*

POWER + PERSONALITIES + PUBLIC SERVICE + CREATIVITY + ADULT ACCEPTANCE

The Embassy of Japan

His Excellency, the Ambassador of Japan to the United States and Mrs. Asakai photographed in the Tea House of the Japanese Embassy in Washington, D. C. . . . another in the continuing WTOP-TV series on the Washington diplomatic scene.

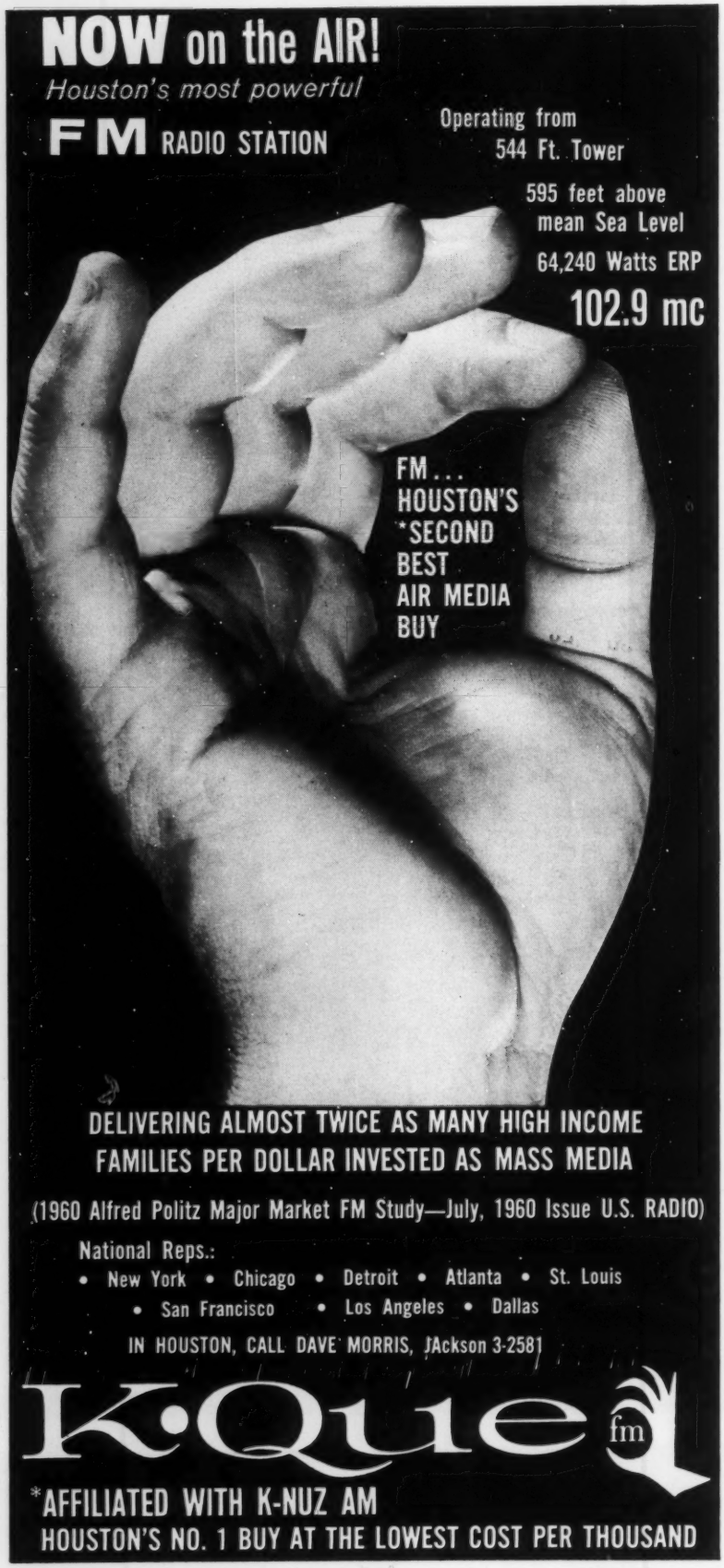
Photograph by Fred Maroon

WTOP-TV 9
WASHINGTON, D. C.

REPRESENTED BY CBS TELEVISION SPOT SALES

Operated by The Washington Post Broadcast Division:

WTOP-TV, Channel 9, Washington, D.C. • WJXT, Channel 4, Jacksonville, Florida • WTOP Radio, Washington, D.C.


NOW on the AIR!
Houston's most powerful
FM RADIO STATION
Operating from
544 Ft. Tower
595 feet above
mean Sea Level
64,240 Watts ERP
102.9 mc
FM...
HOUSTON'S
*SECOND
BEST
AIR MEDIA
BUY
DELIVERING ALMOST TWICE AS MANY HIGH INCOME
FAMILIES PER DOLLAR INVESTED AS MASS MEDIA
(1960 Alfred Politz Major Market FM Study—July, 1960 Issue U.S. RADIO)
National Reps.:
• New York • Chicago • Detroit • Atlanta • St. Louis
• San Francisco • Los Angeles • Dallas
IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581
K·Que fm
*AFFILIATED WITH K-NUZ AM
HOUSTON'S NO. 1 BUY AT THE LOWEST COST PER THOUSAND

OPEN MIKE®

New York uhf experiment

EDITOR: I read in . . . CLOSED CIRCUIT (page 5, Sept. 26) that there is some concern among engineers that the New York City uhf test will not give meaningful results since it is their understanding that emissions will be confined to ch. 31 and, accordingly, the upper end of the uhf band will not be subjected to study.

It is regrettable that this impression was given. As you know, we are going to try multicasting and other techniques to determine the extent to which picture quality can be enhanced. Multicasting requires space and frequency diversity and we contemplate at this date the use of a high channel from the tower at Alpine, N.J.

In a recent meeting of the General Industry Advisory Committee it was indicated by the members that there would be no technical objections to the use of a high channel at this location.

It is unfortunate that the transmitter at the Empire State Bldg., which poses all the difficult problems, gets the large share of attention and publicity.

I trust you will appreciate the circumstances surrounding this misunderstanding and take such steps as you may deem appropriate to correct it.—*Commissioner Robert E. Lee, FCC, Washington, D.C.*

Network option time change

EDITOR: CONGRATULATIONS ON EDITORIAL "OTHER OPTIONS" (PAGE 114, OCT. 3) . . . ADOPTION OF THE TWO SUGGESTIONS WOULD PERMIT STATION OWNERS AND MANAGEMENT TO SPEND MORE TIME OPERATING IN THE PUBLIC INTEREST.—EDWIN K. WHEELER, WWJ-AM-TV DETROIT.

Barry Gray's 'beeps for Nixon'

EDITOR: IN RE BARRY GRAY BEEP-A-PHONE STORY (page 91, Oct. 3) PLEASE KNOW IT HAS ALWAYS BEEN MY UNDERSTANDING BARRY IS AN INDEPENDENT AND HIS INTERVIEWS WITH CELEBRITIES FOR NIXON-LODGE DOES NOT CONSTITUTE AN ENDORSEMENT BY BARRY. MY GUESS IS BARRY, RECOGNIZING AUDIENCE INTEREST IN SCORES OF TOP STARS WHO

BROADCASTING

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PACESETTER
IN ICE SKATING

He covered 50 yards in 5 seconds!

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PACESETTER
RADIO STATION

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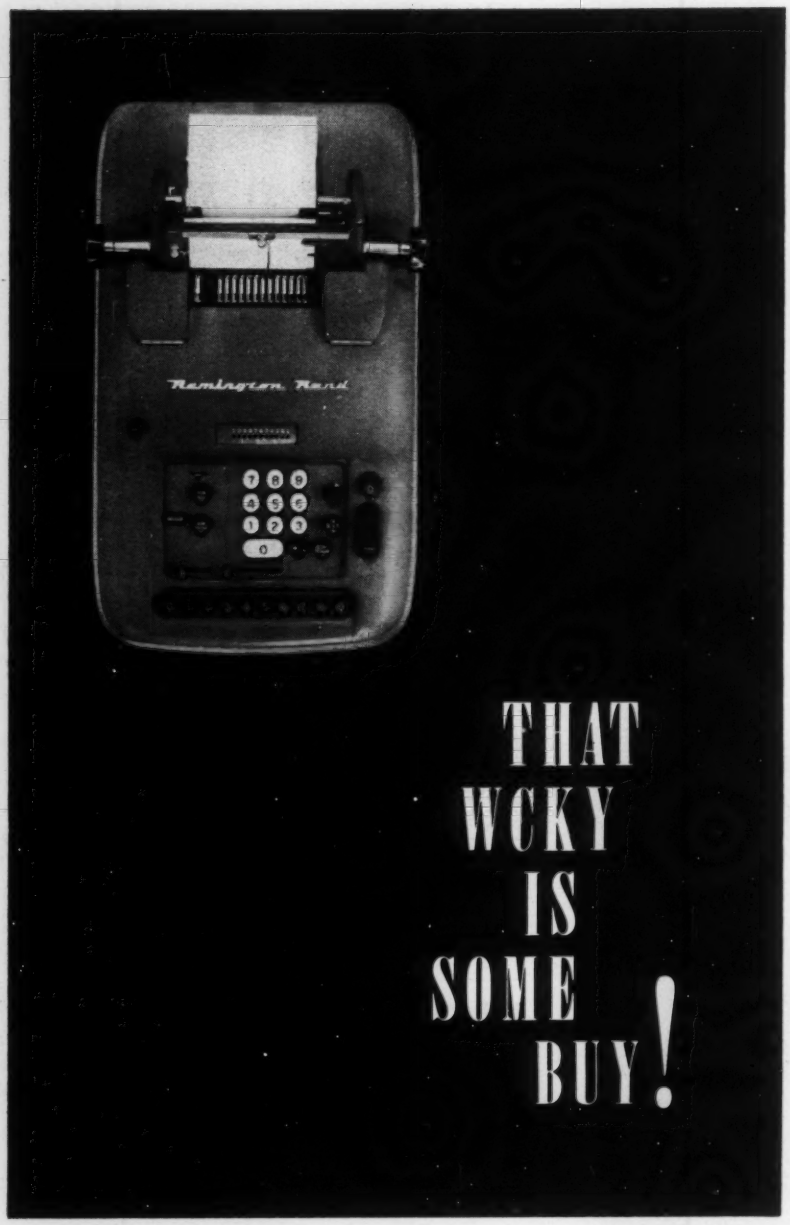

That computer separates the men from the boys in radio. Look at Cincinnati where WCKY's huge circulation and low cost delivers a cost-per-million that shouts efficiency. AM Radio Sales sells 50,000 WATT—WCKY-RADIO—CINCINNATI

ARE FOR NIXON-LODGE, IS SIMPLY DEMONSTRATING GOOD SHOWMANSHIP BY TYING IN WITH A HOT NEWS STORY AND BIG NAMES. AND I THINK HE'S REAL SMART BECAUSE WE'VE GOT THE GREATEST BUNCH OF PEOPLE IN SHOW BUSINESS, A BILLION DOLLARS WORTH OF TALENT, ON OUR CELEBRITIES ROSTER. —JULES ALBERTI, NATIONAL EXECUTIVE DIRECTOR, CELEBRITIES COMMITTEE FOR NIXON-LODGE, WASHINGTON, D.C.

Hollywood talent market

EDITOR: I was shocked to read your article in CLOSED CIRCUIT, "Go west young man" (page 5, Sept. 26). I don't know where you got your information, but you're certainly mistaken about the shortage of males for tv film production here on the West Coast.

Almost every day of the week Warner Bros.' casting office looks like the Chicago Stock Yards. I know. In fact, as a freelance announcer in the Los Angeles area, I also have done bit parts and extra work. . . . Let's not mislead easterners into unrealistic thinking. . . . —*Dave Savoy, Santa Monica, Calif.*

'Comprehensive report'

EDITOR: Please send me 25 reprints of the article entitled "Half hour cut from option time" which appeared in the Sept. 19 issue (page 29). I am always pleased to see such a comprehensive report of the broadcasters' view of action taken by the FCC. The reprints will be used as a basis for discussion in several of my classes.—*Lawrence O. Reiner, Chairman, Radio-Tv Dept., The St. Lawrence U., Canton, N.J.*

Breaking sales barriers

EDITOR: In one of your back issues I ran across an advertisment as follows: "Idea man—capable of creating and promoting a steady flow of ideas, contest gimmicks, promotions, for national chain of seven stations, all in highly competitive markets. Must be a live wire with continuously fresh ideas and ability to produce them. . . ." I showed this to my patent attorneys. Their comment: "They are sort of asking for the impossible."

I read another comment about station men and their general approach: "Why, oh, why, in the hallowed name of Madison Ave., doesn't a station man come here with a plan—some glimmering of creativity—some means or vehicle to better use his station to sell our clients' merchandise? . . ."

I have been trying for nine months to sell a creatively new, novel, original, suspenseful show which fulfills the requirement of your ad above. It does exactly for the station what the gentleman is begging for . . . but how in the name of hallowed Madison Ave. do you

the prestige independent with network audiences!

No significant difference!

This was the verdict of the A. C. Nielsen Company following their *qualitative analysis* of the audiences of two New York TV stations –the leading *Network* station and WPIX, the prestige *independent*. This special study provides a *direct comparison* of the audiences of both stations during the hours 7-11 PM, seven nights a week:

FAMILY INCOME

HOME OWNERSHIP

AUTOMOBILE OWNERSHIP

SIZE OF FAMILY

AGE OF HOUSEWIFE

OCCUPATION, HEAD OF HOUSEHOLD

Nielsen states: **"None of the comparisons yielded a significant difference."** Saying it another way, the "content" of a rating point on WPIX and the leading Network station is *the same!* (Details upon request)

where are your 60-second commercials tonight?

WPIX *new york*

SAN DIEGO 13TH CALIFORNIA

GASOLINE SERVICE STATION SALES

in San Diego County added up to $89,295,000* last year — a total which placed San Diego 13th among the nation's 200 leading counties.

Reach, convince, sell the San Diego market through its two metropolitan daily newspapers:

The San Diego Union
EVENING TRIBUNE

* COPYRIGHT 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

"THE RING OF TRUTH" Copley Newspapers

15 HOMETOWN DAILY NEWSPAPERS COVERING SAN DIEGO, CALIFORNIA — GREATER LOS ANGELES — SPRINGFIELD, ILLINOIS — AND NORTHERN ILLINOIS. SERVED BY THE COPLEY WASHINGTON BUREAU AND THE COPLEY NEWS SERVICE. REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Newest among the leaders serving America's greatest radio market!

More audience per dollar than any other leading radio station in greater Los Angeles!

DIAL 1110 / 50,000 WATTS
KRLA
RADIO LOS ANGELES
Represented by
DONALD COOKE INC.

get together with the people that are interested in this creatively different approach?—*Robert B. Pool, 2408 Steele Rd., Baltimore, Zone 9.*

Florida fm defense network

EDITOR: With regard to your very fine article on the Florida Defense Network in the issue of Sept. 19 (page 86), please note that the chairman is president of WHOO Orlando, rather than with WVCG Coral Gables.—*John T. Rutledge, Chairman, Florida State Industry Advisory Committee, and President of WHOO Radio Inc., Orlando, Fla.*

RTES has Yearbook too

EDITOR: Once again you did it, and highest compliments go to all responsible for turning out the monumental 1960 YEARBOOK ■ MARKETBOOK.

I speak with more than a little depth, having just gone through the throes of producing the RTES Roster Yearbook in a new format which, while not competing with yours, I hope may earn similar high recognition among our members. . .—*Claude Barrere, Executive Director, Radio & Television Executive Society, New York.*

Radio network philosophy

EDITOR: Words in print can recall interesting situations—particularly where one person enunciates them repeatedly over many months, then suddenly they pop up, in some one else's mouth.

What brings this up is an article on NBC Radio's profit outlook for the remainder of this year, printed in your Sept. 26 issue (page 55). In that article a spokesman outlines some of that network's new operational philosophies—and some of the phrasing and actual "word-for-word similarity" to the repeated statements by our own president, Bob Hurleigh, ever since his plan for Mutual Network operation went into effect three years ago.

Strangely enough the spokesman may have been impressed with Bob's philosophies as outlined in your June 6 report (page 27) "What hopes for radio networks?" Or he may have read reports in your book, other trade publications and on the wire services and in the newspapers based on Mr. Hurleigh's many public appearances throughout the country and his suggestions and opinions expressed before governmental groups.

Ironically, the fact some one else mouths these philosophies sincerely believing they are his own is a clear indication, I feel, of the tremendous impact Mr. Hurleigh's own thoughts and expressions have made on broadcasters. . .

. . . We feel highly honored that Mutual's service philosophy in network

"Who's on First?"

NOW! WFGA-TV FIRST IN JACKSONVILLE

55%

WFGA-TV now dominates the Jacksonville Market with 55% share of the audience

Latest ARB (August) shows WFGA-TV **first,** with 55% metro share-of-audience 9 A.M. to midnight, seven days a week! WFGA-TV proudly joins its sister stations, WTVJ, Miami and WLOS-TV in the Carolina Triad, as the number one station in its respective market.

For highest results in your advertising, choose the highest-rated station in the Jacksonville area, WFGA-TV! **For the first Jacksonville Starch Survey for over a decade . . . Contact your PGW Colonel.**

WFGA-TV

JACKSONVILLE abc NBC

REPRESENTED NATIONALLY BY | PETERS, GRIFFIN, WOODWARD, INC.

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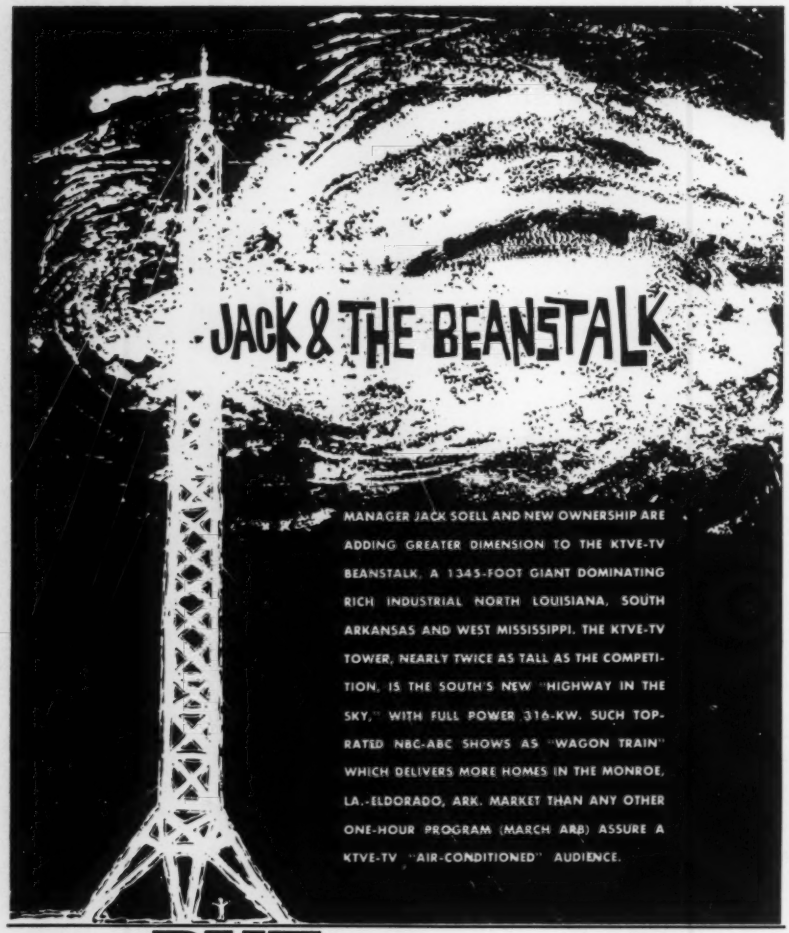
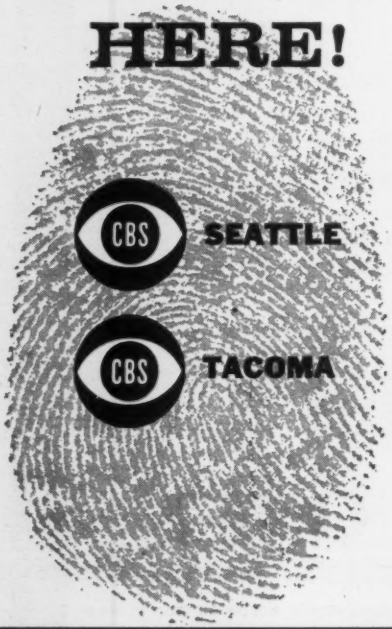

JACK & THE BEANSTALK
MANAGER JACK SOELL AND NEW OWNERSHIP ARE ADDING GREATER DIMENSION TO THE KTVE-TV BEANSTALK. A 1345-FOOT GIANT DOMINATING RICH INDUSTRIAL NORTH LOUISIANA, SOUTH ARKANSAS AND WEST MISSISSIPPI. THE KTVE-TV TOWER, NEARLY TWICE AS TALL AS THE COMPETITION, IS THE SOUTH'S NEW "HIGHWAY IN THE SKY," WITH FULL POWER 316-KW. SUCH TOP-RATED NBC-ABC SHOWS AS "WAGON TRAIN" WHICH DELIVERS MORE HOMES IN THE MONROE, LA.-ELDORADO, ARK. MARKET THAN ANY OTHER ONE-HOUR PROGRAM (MARCH ARB) ASSURE A KTVE-TV "AIR-CONDITIONED" AUDIENCE.

PUT YOUR FINGER HERE!



CBS SEATTLE

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A MARKET BIGGER THAN ST. LOUIS ... bigger than Newark and Rochester combined

Of course KTNT-TV covers Seattle like a blanket... but that's only part of the story. The entire area served by this lively station includes 7 major urban areas and a concentrated farm and suburban population... 1½ million people with over-average incomes. Talk to your WEED TELEVISION man before you buy your next TV time in the Pacific Northwest. Learn more about this favored market and this popular station.

KTNT TV CBS

CHANNEL 11

CBS Television for Seattle, Tacoma and the Puget Sound Area

operations, its sharp focus on stations' needs . . . has been fully recognized by others in the field.—*Harold Gold, Director, Public Relations, Mutual Broadcasting System, New York.*

Storer's tv comments

EDITOR: In its comments in Docket No. 13340, Storer Broadcasting Co. did not "urge" or "propose" reduction of co-channel separations to 115 miles as had been reported (pages 76-77, Oct. 3). Storer's comments may be summarized as follows:

(1) All short-spaced assignments should be considered in the instant proceeding on an overall rather than a case-by-case basis.

(2) The FCC should adopt a two-year moratorium on any further proposals to amend the allocation table utilizing short-spaced co-channel separations.

(3) "Squeeze-in" stations should be required to protect existing stations from interference at all points in their service areas.

(4) The FCC should adopt a rule specifying "normally protected television contours" which shall apply to consideration of interference from proposed short-spaced assignments.

(5) The FCC should adopt a rule specifying that it will not consider proposals for short-spaced assignments below a specified mileage figure. As stated in Storer's comments, its "engineering studies indicate that the substandard co-channel separation which should be considered is 115 miles." The 115-mile minimum would apply only to the limited number of short-spaced assignments approved in this proceeding. It would not be applicable to any other allocation changes.

In summary, Storer's typical allocation plan included in its comments demonstrates that it is possible clearly to improve the competitive situation in 25 of the top 100 markets without in any way prejudicing existing television stations or the overall service rendered to the public.—*Lee B. Wailes, Executive Vice President, Storer Broadcasting Co., Miami, Fla.*

College radio not 'play'

EDITOR: [Some] people connected with . . . commercial radio tend to look down on college radio stations . . . [they] have told me I need experience in "real" radio, not just "play" college radio.

Anyone who would investigate . . . would find that most college stations are very "real" . . . Many . . . have a more exacting program schedule than most of the commercial stations of the same size.—*David J. Baseler, Program Director, WETN, Wheaton College, Wheaton, Ill.*

#1 IN SPONSOR SALES FOR A NEW SYNDICATION SERIES!

'TWO FACES WEST'

Starring
CHARLES BATEMAN
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Record sales to top sponsors and advertisers across the country—that's the big news about syndication's newest and most exciting success story—TWO FACES WEST.

This new action-charged frontier series will debut on 146 stations by mid-October with a record number of regional and local advertisers already signed.

Included are such multi-market sponsors as:
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How about TWO FACES WEST for your market? There are still a few choice availabilities open!

Call us today
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SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

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FIRST CHOICE

In the Albany-Thomasville, Ga. And Tallahassee, Fla. Area Is

WALB-TV

The Only Primary NBC Outlet Between Atlanta And The Gulf

NIELSEN—MARCH, 1960

	MON. THRU FRI.				SUN. THRU SATURDAY	
STATION	6 AM 9 AM	9 AM NOON	NOON 3 PM	3 PM 6 PM	6 PM 9 PM	9 PM MID.
WALB-TV	69	63	58	62	53	54
STATION X	32	36	49	37	47	45
OTHERS	#	#	#	#	#	#
TOTAL	100	100	100	100	100	100

- Latest Nielsen figures covering the Albany-Thomasville-Tallahassee area show more people watch WALB-TV than any other station!
- In addition to Albany, Thomasville, and Tallahassee, Grade "B" coverage also includes Valdosta and Moultrie.
- Make WALB-TV *your* first choice in this rich market with over 750,000 people, over $739 million spendable income.

WALB-TV

ALBANY, GA.
CHANNEL 10

NBC

Represented nationally by Venard, Rintoul & McConnell, Inc.

In the South by James S. Ayers Co.

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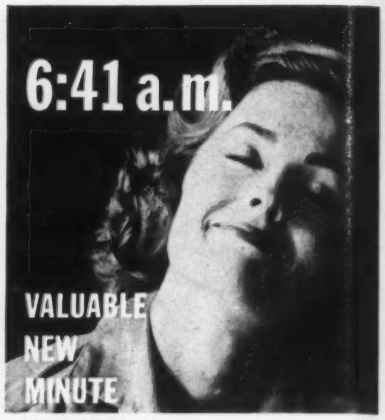

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Now, every KBIG minute is new... and more valuable! The big reason: 3 talented personalities who are adding new freshness, new vitality to radio selling. That's Joe Niagara (6-10 a.m.), Jim O'Leary (10 a.m.-2 p.m.), and Bob Gage (2-6 p.m.). KBIG never sounded better...and your advertising never had a better sales opportunity.

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National Representative: Weed-Brown Radio Corp.

Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 471,290 homes, 1.6 million people with a $3 billion buying power . . .

Top programming Top facilities
Top personalities make the difference.

*All figures NCS No. 2, weekly coverage

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
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WSYR

5 KW · SYRACUSE, N. Y. · 570 KC

#1 IN SPONSOR RENEWALS FOR A 2nd YEAR SYNDICATION SERIES!

'MANHUNT'

Starring
VICTOR JORY
PATRICK McVEY

This fall **MANHUNT** will start its second year of first-run telecasting on over 160 stations—with a growing list of top regional and local advertisers, including: **R. J. Reynolds, Ford, Jax Beer, Ralston Purina, L & M Cigarettes, Drewry's Beer, Miles of California, Kroeger Stores, Genessee Beer, Jacob Schmidt Beer, American Tobacco, Stag Beer and Amoco Gas.**

Reason? In market after market where MANHUNT's fast-paced police-action drama was played, the time period ratings soared impressively. Take Mobile where the rating jumped from last year's 24.3 to 35.8...Pittsburgh: from 11.4 to 22.5... Fresno: from 15.7 to 24.3...Las Vegas: from 26.2 to 29.9...Charleston: from 25.5 to 31.5...Columbia, S. C.: from 34.0 to 46.4...San Francisco: from 16.4 to 23.5 ...South Bend: from 14.8 to 31.8...San Antonio: from 13.2 to 24.8...Dayton: from 21.4 to 31.5...etc., etc., etc.*

For details about the few choice market availabilities still remaining, call

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK • DETROIT • CHICAGO • DALLAS • HOLLYWOOD • ATLANTA • TORONTO

*ARB: March 1959, March 1960.

MONDAY MEMO

from **JOHN SCOTT KECK,** *vice president and director of tv-radio programming, Needham, Louis & Brorby, Chicago*

No self-styled experts needed in tv

I am sure that we would all like to see something entertaining or amusing in any memo on a Monday morning, but some aspects of tv programming conjure up an image to me that is about as amusing as Khrushchev and Castro are to President Eisenhower. Therefore, at the risk of sounding like the last angry man, which I am not, let me pull up a very small soap box.

I think most of us have known for a long, long time that too many people have two jobs: their own and television. A sociologist might attribute this phenomenon to an increase in leisure time. You and I know its real cause—the emotional impact of television on people.

There is no need to elaborate on the whys and wherefores of this impact. The subject has been more than adequately covered. However it is this impact that has created an army of so-called "experts"—and they could be the bane of television.

Many of these self-styled experts found television acceptable—until they discovered that it was popular to criticize the medium. Others suddenly found a golden opportunity to advance their own causes. And varied causes they are.

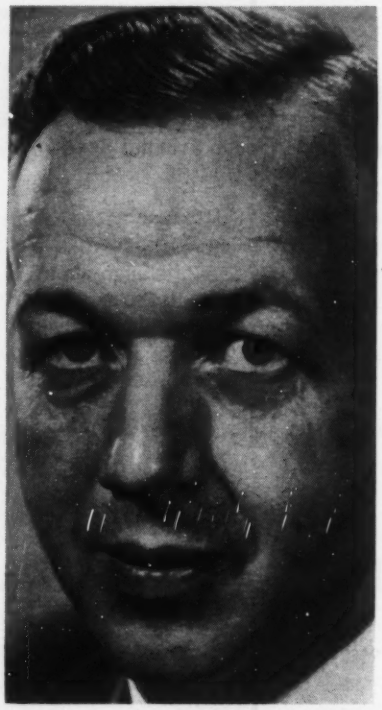
Freedom and Responsibility ■ There are those who would have us believe that the primary purpose of television is to educate. Talk to creative writers of television drama, truly talented men and women, and they'll tell you that television should be used to preserve the pure drama form. Or that they should have the right to create drama with a message—their own message. Unfortunately, this is too often freedom without responsibility.

All of these experts seem to have one credo: "Give the people what we think they should have." But at the same time we find the special interests groups, whether in education, government, the arts or elsewhere, rallying around the cry, "The airwaves belong to the people."

I wonder if the self-styled experts recognize the significance of the current *Great Debates* between Messrs. Nixon and Kennedy. I am not referring to the content of the program I watched the other night, or the performance of the two candidates, but about the true meaning of such programming to tv.

The program was more than just a shining example of how the television medium functions in the area of public affairs and information. One other very significant fact was evident. Here on this one night television was bringing to all Americans simultaneously the ultimate in political campaigning. In addition, in periods adjacent to the *Great Debate,* television was offering them news, comedy, adventure, a western, a drama and a variety show. At a touch of the tv dial the American family had a wide choice of programs to meet its needs and desires.

John Scott Keck, vp and director of tv-radio programming department of Needham, Louis & Brorby, also is member of agency's operating committee. His responsibilities include program and broadcast planning for all accounts. While with NL&B, he has worked on network programs such as Red Skelton Show, Robert Montgomery Presents, Steve Allen Show, Sid Caesar Show, Father Knows Best, Yancy Derringer, Jane Wyman Show, Baseball Game-of-the-Week, Jubilee U.S.A., Dick Powell's Zane Grey Theater, Perry Como's Kraft Music Hall, The Jack Benny Program, The Garry Moore Show, Concentration, Mr. Lucky *and* Topic for Today With Alex Dreier, *among others. Many syndicated film programs and local tv and radio shows also have been handled by Mr. Keck. Prior to joining NL&B in 1954, Mr. Keck was vp and director of tv-radio at Henri, Hurst & McDonald, Chicago, for five years.*



Check the Schedules ■ If the self-styled experts thought that this evening was an exception, then let them look at the program schedules for the 1960-61 season. But why, some of them cry, did tv programmers wait so long to elaborate on public affairs and news presentations? Why did they wait until this season?

To me the answer is simple. It took a World War to bring *radio* news and public affairs programs to peak performance; for the programmers to develop effective formats and techniques; for engineering genius to create the technical equipment to do the job.

We have seen exactly the same kind of development in television. Fast as television has grown up, it had to creep before it could walk. Now in a world of tension and conflict we have seen television approach maturity in the area of programming.

At the same time, the American people have become increasingly concerned with what is happening in every part of this rapidly-shrinking nation and world, and why. They have become more receptive to programs that enlighten.

However they continue to want to be entertained. Some find westerns enjoyable. Others relax via a mystery. Situation comedies and variety shows are fun. Sports are appealing.

Job for Experts ■ Therefore, because of the broad interests and desires of the television audience, programming is a job only for the *real* experts—the men who spend all their time analyzing, planning and developing programs, be they agency, network or station executives. This can be no half-hearted effort, for the experts must keep attuned to the entertainment desires of the people. They must anticipate the information needs of the people. They must continually strive to improve the quality of all programming. They must keep their ear to the ground . . . their eye toward the future.

In the final analysis, it is the experienced and responsible experts who fully realize that since the people control the tv dial, the people really control the airwaves.

Shrimp Creole OLD NEW ORLEANS FAVORITE

Prepared by Chef Dan Evans at the Pontchartrain Hotel

WWL-TV... new New Orleans Favorite

Here's how to make Shrimp Creole:

Put 3 tbsp. shortening in heavy pot; heat. Chop 1 large onion, 2 stalks celery, 2 small green peppers. Sauté in hot shortening until tender, but do not brown. Add two cups canned tomatoes, 1 cup tomato paste, 2 bay leaves, 1 lb. peeled and deveined shrimp. Cook 45 minutes to 1 hour. Salt and pepper to taste. Serve over base of cooked rice. (Rice should be steamed until light & fluffy.) Serves 4. Superb with a bottle of rosé wine.

Seven days each week the New Orleans audience now gets comprehensive reports of local and world news on WWL-TV — New Orleans' most *alert* reporter. WWL-TV's expanded news coverage includes:

Mon. thru Fri. 15 minutes of news 8:00-8:15 a. m.
45 minutes of news, sports and weather each afternoon 5:45-6:30
15-minute news final nightly 10:30-10:45

Sat. 30 minutes of news, sports and weather 6:00-6:30 p. m.
15-minute news final 10:00-10:15 p. m.

Sun. 15-minute Sunday news special 10:00-10:15 p. m.

Ask Katz about WWL-TV's big new *news lineup.*

WWL-TV CBS
NEW ORLEANS

PACKAGE DEAL:

Back in 1956 when Ampex introduced the **Videotape*** Television Recorder, customers were content to record a program on tape and then play it back at the right time. Today's needs are different! Picture quality must be indistinguishable from live even up to a fifth generation copy. Transitions between tape and film/network/live programming must be flawless and complete with wipes or lap dissolves. All operating functions must be remote controllable to meet future system requirements. The demand is for rugged equipment designed for mobile use today—human engineered for efficiency in meeting tomorrow's needs. Ampex—the specialist in tape recorders, has met these needs with a package of features you can order *today!*

AND WHAT ABOUT PROFITS? Profit from tape is no accident, it must be planned. With experience, backed by personal visits to more than 100 VTR-equipped stations, Ampex's famed Station Relations Team has the *right* plan to custom fit your tape operation and pave your way to profits with tape. Their experience is yours for the asking... they'll work with your people, right in your station!

Wire, phone or write for detailed information on an Ampex package plan to start you on your way to profits... today!

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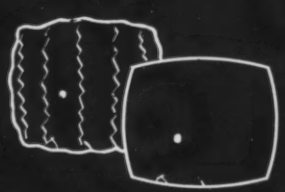
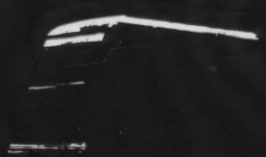


New freedom from picture distortion



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AMPEX

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"BEST OF THE POST"

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Wire today to secure the "best" series – BEST OF THE POST – for your market!

ITC

INDEPENDENT TELEVISION CORPORATION

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A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

OCTOBER

Oct. 10—Federal Communications Bar Assn. annual outing. Manor Country Club, Washington, D.C.

Oct. 10—FCC's inquiry into tv network program selection practices will be resumed in the U.S. Post Office & Court House, 312 N. Spring St., Los Angeles. This phase of the proceeding will deal with film tie-ins.

Oct. 10—Hollywood Ad Club luncheon at Hollywood Roosevelt. Jack Izard, advertising manager, Chevrolet Div., General Motors, and Phil McHugh, John Thornhill and Hugh Lucas of Campbell-Ewald, will join in the HAC salute to Dinah Shore, guest of honor.

Oct. 10-11—Radio Advertising Bureau course (in eight cities) on better radio station management. Town House, Omaha, Neb.

*Oct. 10-12—National Electronics Conference and exhibition, Sherman Hotel, and American Institute of Electrical Engineers fall general meeting, Morrison Hotel, both Chicago. Several jointly-sponsored technical sessions will be presented.

Oct. 10-13—Fourth annual Industrial Film & Audio-Visual Exhibition. Trade Show Bldg., New York. Agenda includes closed-circuit presentations; speech by Robert L. Lawrence, president of New York production firm bearing his name on "What Makes a Selling Commercial?" screening of Venice Film Festival commercials and workshop-luncheon by Radio & Television Executives Society on educational television, New York tv consultant Sol Cornberg, chairman.

Oct. 11—Chicago Broadcast Advertising Club's first monthly luncheon meeting of 1960-61 season. Speaker: A. C. Nielsen Sr., board chairman of audience measurement and research firm bearing his name.

Oct. 11—Wisconsin Fm Station Clinic. Center Building, U. of Wisconsin, Madison.

*Oct. 11-12—Sales & Sales Promotion Clinic sponsored by the Quality Radio Group Inc. Richard Jones, vice president and general manager of the media department of J. Walter Thompson, New York, will speak at luncheon Oct. 11. Thomas B. Adams, president of Campbell-Ewald, Detroit, will address the Oct. 12 luncheon. Waldorf-Astoria Hotel, New York.

Oct. 11-14—Audio Engineering Society 12th annual convention, Hotel New Yorker, N.Y.

Oct. 12—Radio & Television Executives Society Production workshop, "For Prophets and Profits" Hotel Roosevelt, New York.

Oct. 12—Western States Advertising Agencies Assn. monthly dinner meeting at Nikabob Restaurant, Los Angeles. Marvin Cantz of Tilds & Cantz Adv., will be chairman of session on media-agency relations.

*Oct. 13—Southern California Broadcasters Assn. luncheon at Hollywood Knickerbocker. Anderson & McConnell executives will lead the discussion.

Oct. 13—National Assn. for Better Radio & Television, annual institute for tv-radio chairmen. Los Angeles Chamber of Commerce Bldg, 10 a.m.-2 p.m. James D. Cunningham, FCC chief hearing examiner, will speak at luncheon.

Oct. 13-15—Mutual Advertising Agency Network third and final 1960 business meeting and fall creative convention. Bismarck Hotel, Chicago.

Oct. 14—South Carolina AP Broadcasters. Columbia, S.C.

*Oct. 14-16—Midwest Inter-City Conference on Women's Advertising Clubs, hosted by Women's Adv. Club of Chicago, Sheraton Towers, Chicago. Beatrice Adams, vp at Gardner Adv. Co., St. Louis, will speak on broadcast media. Prize-winning commercials from the International Advertising Film Festival at Venice will be shown.

Oct. 15-16—Kansas AP Radio-TV members meeting. Hotel Kansan, Topeka.

Oct. 16-17—Texas Assn. of Broadcasters fall convention. Sheraton Dallas Hotel, Dallas.

Oct. 16-18—National Education Television & Radio Center annual meeting of managers of affiliated stations, Rickey's Palo Alto, Calif.

Oct. 16-22—Fifth International Congress on High Speed Photography, sponsored by the Society of Motion Picture & Television Engineers. Sheraton-Park Hotel, Washington, D.C.

Oct. 17-19—Kentucky Broadcasters Assn. annual fall meeting. Kentucky Dam Village State Park, Gilbertsville, Ky.

Oct. 18—Assn. of Maximum Service Telecasters board of directors meeting. Sheraton-Carlton Hotel, Washington, D.C. Jack Harris, vice president and general manager of KPRC-TV Houston, will preside.

Oct. 18-21—National Assn. of Educational Broadcasters annual convention. Jack Tar Hotel, San Francisco.

Oct. 19—Radio & Television Executives Society round table, joint affair with American Women in Radio and Television. Hotel Roosevelt, New York.

Oct. 20—Publicity Club of Los Angeles seventh annual clinic. Statler-Hilton Hotel, Los Angeles. "Anatomy of Communications" is the clinic theme.

*Oct. 20-21—Audit Bureau of Circulations 46th annual meeting, Hotel Biltmore, New York. Among opening speakers: ABC Board Chairman William R. Farrell, marketing services director, Monsanto Chemical Co.; Warner S. Shelly, president of N. W. Ayer & Son; Donald S. Frost, vice president of Bristol-Myers Co. and chairman of Assn. of National Advertisers. Thursday luncheon speaker: James J. Wadsworth, U.S. Representative to UN. Friday morning session will be devoted to committee reports, resolutions and other business. Concluding speaker: Arthur H. (Red) Motley, president, Parade Publications and U.S. Chamber of Commerce.

Oct. 22-23—Missouri AP Radio-Tv members meeting. Hotel Missouri, Jefferson City.

*Oct. 22-23—UPI Broadcasters of Wisconsin fall meeting. A political forum and attendance at a football game are among events planned. Milwaukee Inn, 916 E. State St., Milwaukee, 4 p.m.

AWRT Conferences

Oct. 15—AWRT central New York chapter. Sheraton Hotel, Rochester, N.Y. Theme: "Politics, Plugs & the Woman Broadcaster."

Nov. 4-6—AWRT Pennsylvania conference. Harrisburg, Pa.

AAAA Conventions

Oct. 13-14—American Association of Advertising Agencies, central region annual meeting. Ambassador West Hotel, Chicago.

Oct. 16-19—AAAA, western region annual convention. Hotel del Coronado, Coronado, Calif.

Nov. 2-3—AAAA, eastern region annual conference, Biltmore Hotel, New York.

Nov. 30—AAAA, east central region annual meeting. Statler Hilton Hotel, Detroit.

NAB Fall Conferences

Oct. 13-14—Biltmore Hotel, Atlanta
Oct. 18-19—Sheraton-Dallas, Dallas
Oct. 20-21—Mark Hopkins, San Francisco
Oct. 24-25—Denver-Hilton, Denver
Oct. 27-28—Fontenelle, Omaha, Neb.
Nov. 14-15—Statler Hilton, Washington
Nov. 21-22—Edgewater Beach, Chicago
Nov. 28-29—Biltmore Hotel, New York

Out-of-doors or indoors, the perfect partner for those who prefer the extraordinary . . . a "Metropolitan" personality like each member of our media family . . . Television, Radio and Outdoor-Advertising.

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TV STATIONS: WNEW-TV, New York; WTTG, Washington, D.C.; WTVH, Peoria/Ill.; KOVR, Stockton-Sacramento/Calif.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland
OUTDOOR: Foster and Kleiser—operating in Arizona, California, Oregon and Washington.

PROGRAMATIC® eliminates these hazards for 71 Broadcasters

SCRIPTS?
Hard to write—easy to lose

LIVE COMMERCIALS?
Fluffed any lately?

LPs?
Grooves skip—pickups bang

ETs?
Hard to handle —easy to scratch

SWITCHES?
Sometimes it's the wrong one

FADERS?
Too fast? Too soon?

V.U.?
Gotta watch it all the time

TURNTABLES?
Rumble—fumble—bumble

MICROPHONES?
Adjust—adjust—adjust

PROGRAMATIC takes these headaches out—puts the profits in

How Programatic's *"sound of success" can work for you!*

- **Programatic** is practical automation come to radio.
- **Programatic** gives you superior adult music programming.
- **Programatic** is available—exclusively—one station per market.

See it! Hear it! Profit from it! Programatic will be at all the NAB Regional Meetings.

PROGRAMATIC BROADCASTING SYSTEM, DEPT. X
229 Park Avenue South, New York 3, N. Y.

I am interested in Programatic, exclusive for my market. Give me the facts—fast.

NAME.....

STATION.....

CITY.....STATE.....

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

October 10, 1960

Vol. 59 No. 15

PERFORMANCE OUTRUNS PROMISES

Exercising new freedoms, broadcasters are building their best record yet in handling political campaign coverage

At mid-point in the 1960 political campaigns broadcasters have proved they can handle the freedom they asked for.

Relieved of some of the federal controls that prevailed in previous election years, broadcasters are giving more coverage to more candidates in greater detail than ever before. And they are handling politics with such finesse that complaints are at the lowest volume in recent history.

Political party officials who were checked by BROADCASTING last week were unanimous in praising radio and television for fair and comprehensive political presentations.

At the FCC, political broadcasting problems are minor. In past presidential campaign years the FCC has assigned as many as three lawyers to full-time jobs processing political complaints. This year the assignment is being handled easily by one man, and a good part of his work is giving advice to broadcasters who solicit it.

A special Senate watchdog subcommittee that issued a public appeal for complaints about political broadcasting is finding nothing to growl at. Joe Bailey Humphreys, the subcommittee's majority counsel, said last week that "several hundred" responses had been received but most of them were directed to the handling of political news by commentators on stations or networks rather than media unfairness. In many cases the same commentator has been criticized by both sides of the political fence, he added.

As for a subcommittee solicitation for the public to submit audio tapes of objectionable broadcasts, "it has not been a thundering success," said Mr. Humphreys. There have been virtually no complaints of unfair allocation of time or facilities, he said.

Fruits of Freedom ■ The 1960 campaigns are the first to be covered by broadcasting since Sec. 315, the law that had imposed rigid controls over political broadcasting, was amended in some respects and suspended in others. Last year the Congress exempted news broadcasts, news interviews and coverage of special news events from the equal time requirements of the law. Later, Congress suspended all of Section 315 for this campaign in its application to presidential and vice presidential candidates.

During the debates over amendment and suspension of the political broadcasting law, some Congressmen argued that freedom would encourage broadcasters to ignore or slant political news. Last week BROADCASTING asked key figures in both political parties if these fears were being realized.

At both Democratic and Republican headquarters there was unanimous praise for radio and tv.

J. Leonard Reinsch, executive director of the Cox stations and communications advisor to Sen. John Kennedy, said there had been no indications of unfairness in station political coverage. "Candidates of both parties are appearing together all over the United States," he said.

Leonard H. Marks, Washington communications attorney who is in charge of arrangements with individual stations as communications advisor to Sen. Lyndon Johnson, said broadcasting is providing "tremendous cooperation in its handling of news, candidate interviews and formal speeches." He said radio and television were "living up to the best traditions of news media." Mr. Marks said he had heard from officials in the rival camp that Henry Cabot Lodge was having similarly agreeable experiences. "Stations are going all-out in their efforts to be fair," Mr. Marks said.

At Vice President Richard Nixon's news office a spokesmen said there had been no criticism of broadcasters. "No complaints here," he stated.

A spokesman at the Republican National Committee described the broadcasting performance as "a very healthy situation."

"Stations are leaning over backward to be fair," the Republican official said. "They call us, for example, to say two

A little debate over big ones

MR. SARNOFF

DR. STANTON

Frequent references to CBS President Frank Stanton as the originator of the idea of "Great Debates" on radio and television have begun to get under NBC Chairman Robert Sarnoff's skin. Last week, without referring to Dr. Stanton, Mr. Sarnoff said the debate proposal was first made by the late Sen. Blair Moody (D-Mich.) in July 1952. Mr. Sarnoff gave his version of history during a speech to the San Francisco Advertising Club.

He told the club that NBC answered Sen. Moody's suggestion with a formal offer of time but both candidates (Gen. Eisenhower and Gov. Adlai Stevenson) declined, though the question would have been made moot anyway by Sec. 315 equal time requirements then in force.

CBS didnt let the record stay that way. Spokesmen last week said Dr. Stanton replied to Sen. Moody 10 days afterward, Aug. 6, 1952, pointing out that the possibility of such a debate was frustrated by Sec. 315. They said an NBC press release announcing that Joseph H. McConnell, then NBC president, had extended a debate invitation to the two candidates was dated Aug. 18, 1952.

Nobody made a point of it, but Sen. Moody made his proposal on a CBS Radio program, *People's Platform*, on July 27, 1952.

Another 'debate' survey

An audience of 86,261,000 people (12 years and older) viewed or listened to the first Nixon-Kennedy simulcast Sept. 26, according to Sindlinger & Co. The tv audience was 69,142,000; the radio audience 17,119,000, it was calculated.

Listening-viewing included 70.4% or 25,521,000 people in the East; 65.0% or 27,311,000 in the Midwest; 61.3% or 19,939,000 in the South; 71.4% or 13,490,000 in the West; 66.5% in 48 states.

Sindlinger figured 55.3% or 71,708,000 of those aged 12 years or older read about the debate in newspapers the following day; 67% of all newspapers readers read about it.

The survey showed 67.5% or 58,242,000 of those who watched or listened to the debate discussed it within the next 24 hours.

Answering a query dealing with intent to tune the Oct. 13 debate (the Oct. 7 broadcast was not mentioned), 71.7% or 92,967,000 said "yes."

The final question dealt with the "winner" of the Sept. 26 debate. National results follow: Kennedy won, 26.4%; Nixon won, 23.5%; draw, 24.7%; no opinion, 25.4%. Kennedy was stronger in the East; Nixon had a slight advantage in the Midwest; it was a draw in the South; Nixon was very strong in the West.

By sexes, 25.1% of men and 27.4% of women thought Kennedy won; 24.6% of men and 22.5% of women thought Nixon won; 26.5% of men and 23.2% of women thought it was a draw; 23.8% of men and 26.9% of women, no opinion.

Democrats appeared on their facilities, and they ask for two Republicans. There's not one gripe around here."

The NAB makes it a point to collect compaints during political broadcasting seasons. Last week Douglas Anello, chief counsel of the association, reported that not one complaint of unfairness had reached the NAB so far in this campaign.

The Coverage ■ The big set pieces of broadcast political coverage have been the "Great Debates" on all television and radio networks (see story opposite page).

But a sampling of individual station activity across the country last week indicated that local political broadcasts were exceeding by far the volume of former campaign years. A number of stations have reported the staging of local versions of the "Great Debates." Still others have produced local news and interview programs to tie in local interpretations with the "Great Debates" programs on the network. Many others have planned ambitious news and news interview schedules.

Other Air Barrages ■ President Eisenhower jumps into the campaign today (Oct. 10) with a question-answer program sponsored on NBC-TV, 8:30-9 p.m., by the Republican National Committee and placed by Campaign Associates. He will reply to questions asked by a group of women political workers and will not know the questions in advance. Ambassador Henry Cabot Lodge, vice presidential nominee, appeared Oct. 3 in the committee's opening campaign telecast. The President addressed Republican leaders by closed-circuit television at a Sept. 29 series of fund-raising dinners.

A tentative list of regional station and network telecasts was being lined up for a series of appearances by Sen. Kennedy. They include: Oct. 10, Columbia, S.C., and Warm Springs, Ga.; Oct. 14, Michigan; Oct. 17, Florida state hookup; Oct. 22, Missouri hookup; Oct. 23, Wisconsin hookup; Oct. 24, Illionis, from Rock Island.

To promote radio coverage, Mutual wired Broadway theatre and night club managers Oct. 6 they could minimize attendance losses due to the Nixon-Kennedy appearance Oct. 7 by carrying radio coverage on public address systems in their lobbies.

■ Political sidelights

■ WMCA New York and personality Barry Gray took exception last week to an official statement by the Celebrities for Nixon-Lodge Committee which cited Mr. Gray's implied support of the Republican ticket. Neither Mr. Gray nor the station is officially supporting either party's slate, they said, noting the station's facilities (and that of sister station WBNY Buffalo) are open to "every possible viewpoint on any conceivable subject."

The dispute grew out of a story in BROADCASTING Oct. 3 which related how the celebrities committee had arranged with Mr. Gray to have various celebrities call Mr. Gray during his program and be interviewed on their support of Messrs. Nixon and Lodge.

WMCA said Jules Alberti, of the committee, had misinterpreted Mr. Gray's eagerness to achieve balanced programming as endorsement, and that "if Gray endorsed every thought expressed [on his program] he would be the most all-embracing individual alive." The station also pointed out the Gray program has carried interviews with a number of prominent Democrats during the campaign period, including Robert Kennedy, Sen. Henry Jackson, Averell Harriman, Chester Bowles, Arthur Schlesinger Jr. and Gov. Abraham Ribicoff (Conn.).

■ NBC-owned stations in three cities are going to put on their own great debates, NBC Board Chairman Robert W. Sarnoff said last week. He said the "pilot projects" will be carried out in San Francisco (KNBC-AM-FM), Los Angeles (KRCA [TV] and New York (WNBC-AM-FM-TV) where political contests "would not impose the burdens of presenting a multitude of candidates under Sec. 315." If Sec. 315 is permanently suspended for all candidates, he said, NBC-owned stations will present area candidates and issues. The California stations will present spokesmen for and against statewide proposals to build $1.75 billion worth of dams in northern California to supply water to southern California.

■ Edgar G. Shelton Jr., ABC vice president handling Washington public relations and legislative activity for the network, has taken leave of absence for the remainder of the political campaign. He will serve in a public relations role with the Democratic National Committee. Last June Mr. Shelton took leave to join the Johnson-for-President organization before the Democratic convention in Los Angeles.

■ WOOD-AM-TV and the Grand Rapids Junior Chamber of Commerce cooperated in bringing the two gubernatorial candidates to the public, with Eckrich Meats as sponsor. Bill Gill, WOOD newsman, worked with the chamber in arranging the debate.

■ A gubernatorial debate on KING-AM-TV Seattle and related King Broadcasting Co. stations turned into an actual debate, in contrast to the subdued tone of the first Nixon-Kennedy nationwide broadcast. The two candidates freely criticized each other's campaigns and sharply contradicted each other's statements. Each commented on the other's answers to questions posed by three newsmen. The candidates will meet again Nov. 6 for a final go-round. KREM-AM-TV Spokane and KPQ-TV Wenatchee shared the first debate, staged Sept. 28 in Seattle.

■ A "Don't Vote" campaign is running on the seven McLendon radio stations. It will continue through election day. The script is built around rapid fire copy that takes this course after a quick introduction and using a two-announcer echo effect: "Don't vote! Unless you

know the issues! Don't vote! Unless you know what you are voting for! Don't vote! Just for the sake of voting. If you go to the polls uninformed . . . . Don't vote!"

■ A listener-viewer question format is used by WOW-AM-TV Omaha on its *Your Question, Please* program. Questions are sent in advance by the audience or phoned in during the program. Candidates give answers on the air. Ray Clark is moderator. Federal and gubernatorial candidates are scheduled.

■ KASI Ames, Iowa, is conducting an electric toaster-iron poll. On a daily program listeners were asked to turn on one of these appliances at specified two-minute periods to cast their vote for either candidate. The power company records the increase in power. Bill Ray, KASI owner, said Kennedy was out-kilowatting Nixon 2-to-1. Either appliance consumes about 1,000 w. Results shown on a large meter at the power plant are phoned to KASI. The polls are taken 9:05-9:45 a.m. during the *At Your Service* program.

■ Vice President Nixon will be sponsored Oct. 12 on three tv stations from Knotts Berry Farm, south of Los Angeles. Republican Central Committee of Orange County will sponsor the candidate, who will speak at a family outing and torchlight parade. Stations are KTTV (TV) Los Angeles, KFMB-TV San Diego and KIVA (TV) Yuma, Ariz. Paul Mitchell Adv. Agency, Orange, produced and coordinated the schedule.

■ News Associates Inc. will set up a special network coverage election night (Nov. 8), operating from 8 p.m. until all major races have been determined. I. Herbert Gordon, NAI president, said stations signed for the coverage include WJR Detroit, WHAS Louisville, WGN Chicago, WTAG Worcester, Mass., WHDH Boston and WHAM Rochester.

Reaction reports will be brought in from NAI bureaus in key foreign centers. Mr. Gordon said participating stations will have complete freedom to carry any or all of the election report by the independent hookup. Special desks will cover both party headquarters and the four major candidates. Correspondents will handle every major state and region. Hour-by-hour running summaries will be given. The nine-man NAI Washington bureau will be augmented with special writers, Mr. Gordon said.

DEBATES TAKE ON A NEW FORMAT

Third in series involves intricate technical problems

NBC produced the second of the Nixon-Kennedy "Great Debates" last week and ABC was preparing to produce the third—which is planned as the most difficult remote pickup in television history.

The Oct. 13 simulcast had ABC engineers working overtime last week. It is a problem of technical diplomacy as the planners try to provide exactly parallel equipment and production for the candidates—Sen. Kennedy in New York and Vice President Nixon in Los Angeles.

Los Angeles will be the control point, according to Frank Marx, ABC-TV engineering vice president supervising the technical setup. Several hundred people will be directly involved in production and engineering.

Three factors complicate the Oct. 13 split-screen simulcast:

■ Three studios, two in Los Angeles and one in New York, must be mixed without any timing schedule because of the spontaneous news conference format.

■ Absolute matching of all facilities involving the separate candidates.

■ Simultaneous hearing of all audio by all participants, with all microphones open at all times; headphones are banned for participants.

Key Figures in Planning ■ Last week Mr. Marx and other ABC officials were working out technical and production problems. Other ABC executives active in supervising the planning were Robert H. Hinckley, American Broadcasting-Paramount Theatres director and consultant; Michael J. Foster, ABC vice president in charge of press information; Alfred R. Schneider, vice president and assistant to President Oliver Treyz of ABC-TV network, and Theodore H. Fetter, network programming vice president.

Key figures in the operation are Donald Coe, ABC news; Robert Trachinger, West Coast engineer heading up operational details; Fred Schumann, in charge of overall facilities production; Marshall Diskin, overall director of the simulcast, and Everett R. Melosh, in charge of lighting in both New York and Los Angeles.

Mr. Diskin will call the shots once the program gets under way. Bill Shadel, ABC newsman, will be moderator. Panel members had not been announced Oct. 6.

Sen. Kennedy's voice and image will be transmitted from ABC studios in New York to the network's studios in Los Angeles for mixing. The simulcast package will then be transmitted back to New York to be put on the network.

Special equipment in Los Angeles will tie the three separate studios. In addition there are elaborate communications facilities for cueing and instructions. With all microphones in the Nixon and Kennedy studios as well as in the studio with panel members open at all times, break-ins can be made from any point.

Lack of rehearsal time caused by the spontaneous nature of the simulcast makes the engineering job more difficult. Even without normal cueing instructions, the operating manual for the program will exceed 100 pages.

The sets will be looser than the first debate in Chicago, providing freedom to sit or stand.

In all 12 cameras will be operating, three hot and one standby in each studio. If video trouble develops, stills will be available. In case of audio trouble, the usual stand-by slide will be used.

Friday's Match ■ NBC produced the second of the debate series Oct. 7 from WRC-AM-TV Washington. Keeping in mind the criticism of Vice President Nixon's appearance in the Sept. 26 opener, party and network officials provided a setting designed to suggest a feeling of warmth and comfort for both of the debate principals. The set was designed by Hjalmer Hermanson for NBC and was built in New York. Candidates were seated at a desk, with Frank McGee, NBC moderator, between them. A podium was in front of the desk. News panelists were shown head-on as well as in over-the-shoulder shots.

Participants wore lavalier mikes and two booms were in operation. Occasional reaction shots were shown of each candidate while the other was speaking. Julian Goodman, NBC director of news and public affairs, produced the simulcast with Frank Slingland, director of *Meet the Press*, as director. Bob O'Bradovich, NBC make-up artist, was made available to the candidates.

Sidney H. Eiges, NBC vice president for public information, was in charge of all arrangements other than production of the broadcast. Ellis Moore, NBC director of press and publicity, handled press arrangements. Panelists were Edward P. Morgan, ABC; Paul Niven, CBS; Alvin Spivak, UPI and Hal Levy, *Newsday* (Long Island).

RESEARCH MUST JUSTIFY AD DOLLAR

700 at ARF meet discuss how—and probe mistakes being made

Seven hundred advertising and media men spent a day-and-a-half in self-searching last week at the sixth annual conference of the Advertising Research Foundation in New York.

The principal speakers put in some firm requests for research to justify the advertising dollar. Researchers offered some ways leading to this goal and pinpointed some possible mistakes being made along the road.

Arthur H. Wilkins, vice president and associate research director of Benton & Bowles, put the searchlight on "program values that are not in ratings." Benton & Bowles has done preliminary work in gauging television attentiveness and program interest and their effect on commercial recall.

"We know virtually nothing about how tv viewing fits into family life in the United States," Dr. Wilkins asserted. He gave specifications for a comprehensive study to penetrate beyond ratings.

His agency has researched the question of activity and viewing, going back over 100 commercial tests over a period of two years. Checking the success of a commercial on a program that had a higher rating for women than men, the agency found nevertheless that men remembered the commercial 18% better. One factor influencing this was the early evening hour. Benton & Bowles found that tv attentiveness by women tends to increase as the evening progresses between 7 and 10:30. However, this is subject to change with program interest. Benton & Bowles would like an ARF study to put the various factors in focus.

His agency has been checking TVQ (monthly audience reation scores to network programs) against standard ratings, Dr. Wilkins said, but there is no way to correlate the two. Advertisers faced with a choice, he said, will usually "take the rating and forget the Q." This may be the right choice, but not necessarily according to Dr. Wilkins.

An inquiry by ARF would pull together activity patterns, peoples' liking of the programs and their attentiveness. "Then the planner could relate the rating tools at hand," Dr. Wilkins said. With advertisers investing almost $3 billion dollars today on tv, he said, they and their agencies "have an obligation to find out something about the social context in which their programs, and above all, their commercials are received."

Dangerous Decision-Making ■ Donald L. Kanter, director of creative research for Tatham-Laird, Chicago, sounded an alarm against basing decisions on copy tests that are so questionable as to be dangerous. "Copy testing as we know it cannot tell us whether we have a good or bad ad,' he said. Citing "purported" tests of penetration, impact recognition, registration and persuasion, he called the vocabulary of copy testing "as rich as it is pretentious." He added: "Even though the syndicated services do not claim these techniques measure the whole of advertising effectiveness, clients act as if they do."

Dr. Kanter cited studies by colleagues that cast doubt on the reliability of standard copy testing assumptions. He listed a number of variables that may tilt the tests unfairly: psychological caprice, intervening experiences between ad exposure and test, mature vs. new markets, whether or not a single exposure is fair, inability to verbalize learning, predisposed attitudes, etc.

Millions have been spent in the last 25 years on broadcast research and no business has ever performed more thoroughly under the spotlight of continued research than broadcasting, Arthur Hull Hayes, president of CBS Radio and vice chairman of the ARF board, told his listeners. Yet this is not enough, he feels. Even when researchers know all about the audience, they need still more. They need to know what is the best way to use a medium.

A television salesman can be a good salesman whose high cost-per-thousand is offset by low cost-per-sale. Some radio is "background" in character, "like wallpaper." Other programs both on radio and television call for listener absorption. Mr. Hayes also offered examples to illustrate the importance of an "effective" choice in using a medium.

Appearing as broadcast spokesman on a panel representing media, advertising, agency and university, Mr. Hayes made another distinction in needed research. Broadcasters and advertisers need to know the difference between audience appreciation and effectiveness: was the message heard, seen, acted upon? Or for another type of advertising, did it make friends for the advertiser? Here appreciation is of prime interest, he explained.

Agency View ■ Peter Langhoff, vice president of Young & Rubicam, looked ahead to an era, close at hand, of scientific marketing when "we may conceivably emancipate marketing and advertising research men from the now too prevalent 'quick and dirty' or pseudo research." Astronomers used to dabble in astrology for supplemental income but as astronomy was elevated

Head table ■ Listening as Donald L. Kanter, Tatham-Laird creative research director addresses ARF's annual conference are (l to r) Dr. Charles E. Swanson, assistant research director, Curtis Publishing Co.; Arthur H. Wilkins, vice president and associate research director, Benton & Bowles, and Harry Henry, managing director, Marplan Ltd. ARF met Oct. 4-5.

STATISTICS

don't buy custom-made kitchens . . .

PEOPLE DO!

WJAC-TV has no quarrel with statistics. After all, according to ARB and Nielsen, it's the Number 1 Station in the Johnstown-Altoona Market. But statistics are only part of the story. Sales results are the real yardstick of a station's effectiveness---and here's where WJAC-TV consistently rates high with advertisers. Mr. Paul Dech, owner and manager of Moxham Lumber Company, has this to say:

> "There are plenty of prospects for our Custom-Made Kitchen units in our marketing area---and WJAC-TV provides one of the quickest, most economical ways of producing valuable leads. We consider WJAC-TV an important member of our sales team!"

Whatever <u>your</u> product or service happens to be, WJAC-TV can really deliver the prospects. It's the Number One station in audience---and audience response!

get the whole story from

HARRINGTON, RIGHTER AND PARSONS, INC.

ARBITRON'S DAILY CHOICES

ARB

Listed below are the highest-ranking television shows for each day of the week Sept. 29-Oct. 5 as rated by the multi-city Arbitron Instant ratings of Amrican Research Bureau.

Date	Program and Time	Network	Rating
Thur., Sept. 29	Untouchables (9:30 p.m.)	ABC-TV	21.5
Fri., Sept. 30	Twilight Zone (10 p.m.)	CBS-TV	25.8
Sat., Oct. 1	Gunsmoke (10 p.m.)	CBS-TV	28.9
Sun., Oct. 2	Candid Camera (10 p.m.)	CBS-TV	28.2
Mon., Oct. 3	Bob Hope (8:30 p.m.)	NBC-TV	25.4
Tue., Oct. 4	Red Skelton (9:30 p.m.)	CBS-TV	24.7
Wed., Oct. 5	Wagon Train (7:30 p.m.)	NBC-TV	24.0

During the introductory period of the 1960-61 television season, ARB is conducting fast national ratings. These use Arbitronmeter devices in some areas, supplemented by telephone calls, to provide what ARB calls a truly national rating. The "instant nationals" started Sept. 18. Here are the top-rated programs for each day following:

National

Date	Program and Time	Network	Rating
Thur., Sept. 29	Real McCoys (8:30 p.m.)	ABC-TV	25.8
Fri., Sept. 30	77 Sunset Strip (9 p.m.)	ABC-TV	24.9
Sat., Oct. 1	Gunsmoke (10 p.m.)	CBS-TV	37.1
Sun., Oct. 2	Maverick (7:30 p.m.)	ABC-TV	26.9
Mon., Oct. 3	Bob Hope (8:30 p.m.)	NBC-TV	32.8
Tues., Oct. 4	Red Skelton (9:30 p.m.)	CBS-TV	28.3
Wed., Oct. 5	Wagon Train (7:30 p.m.)	NBC-TV	34.6

Copyright 1960 American Research Bureau

to a full paying profession, astrology was handed down to the gypsies, he said. "Perhaps we may have some such good luck," he added.

With the rise of scientific marketing in the wake of economic and social "revolutions," one of the first challenges is to break "the budget barrier," Mr. Langhoff said. "In its zeal to develop new products, industry may be short-changing market planning and analysis," he said. Marketing intelligence, gained with the help of recent advances in science and technology, is "the raw material from which profits will be made," Mr. Langhoff said.

The operations executive vice president of General Foods, C.W. (Tex) Cook, gave researchers an idea of what marketing research means to his company. His firm's bill for marketing research will be 35% higher this year than last, he said.

Mounting Pressure ■ Advertisers' research requirements are becoming more pressing with mounting costs, Mr. Cook said. Some of the questions he wants answered: What are future product demands? How much "holdover" value can you get from advertising? How much advertising is enough?

"Market stakes are so high that in many instances survival is involved," he said. The advertiser makes strict demands of every other element of his business, "so it isn't too strange that he wants to know, just as accurately as possible, the capacity of advertising."

The pressures to know "how much" advertising are many. Mr. Cook mentioned stockholders, "shortsighted" employes and "consumers who, feeling that they are already 'sold' on a product, might prefer less advertising and lower prices." The profit squeeze tempts management to trim the discretionary item of advertising and "often the trimming goes beyond excess fat and becomes crippling amputation."

J. Walter Thompson's economist, Arno Johnson, asked researchers to reappraise their own roles in expanding the country's economy. Mr. Johnson, chairman of the ARF board, forsees improved conditions in 1961 and he said basic research must be available for expanded selling efforts in 1961-62. Next year should be a $13 billion advertising year and 1971 should see a rise to $25 billion, according to his estimates.

Richard E. Casey, vice president and research head of Benton & Bowles, was chairman of the ARF conference. Wallace H. Wulfeck, vice chairman of William Esty Co., New York, and member of the ARF board, presided the second day.

New Lever products to receive tv tests

Four new Lever Bros. products are being test-marketed and have been assigned agencies, Samuel Thurm, advertising vice president of Lever, has announced. They are:

- Summer County margarine to Sullivan, Stauffer, Colwell & Bayles.
- Vim detergent to Ogilvy, Benson & Mather. This is a low-suds laundry product in pre-measured tablet form.
- Starlight Shampoo and
- Mrs. Butterworth's syrup, both to J. Walter Thompson Co.

Starlight, Lever says, offers a shampoo and conditioner in "puff" form, a fabric puff containing suds for two shampoos and separate conditioner puff to make hair manageable after the shampoo.

Mrs. Butterworth's syrup is a blend of cane and maple syrups with butter. "It is packed in a bottle shaped like Mrs. Butterworth, and requires no refrigeration," Lever elaborates.

National distribution will begin as soon as the tests are completed, the company says. But there is no indication when this stage is anticipated.

What They're Doing Now ■ Starlight advertising broke last week in Syracuse, N.Y., and Indianapolis, using spot tv and newspaper supplements. The Mrs. Butterworth bottle (a matronly figure) appeared in Cleveland and Indianapolis early in September on spot tv and in newspapers, promoted by the heaviest campaign ever given a syrup product, a Lever spokesman said. Summer County schedules began late in August in Grand Rapids, Mich., and Nashville, Tenn., using heavy spot television, newspapers and couponing. Vim hit Fort Wayne, Ind., in August supported by extensive spot tv and newspaper.

This is the biggest burst of new-product activity in more than a year for a company that has about 30 products in national distribution (discounting those being spot tested). The last Lever products to be marketed nationally were Handy Andy and Praise, which completed the country-wide circuit in early summer 1959.

A summary made last spring by Television Bureau of Advertising of national measured-media expenditures in 1959 put the Lever Bros. budget fifth in the country at $56,767,363, of this $46,853,895 in spot and network television. or 82.5% of the budget.

Radio is supreme in small loan field

Radio will continue to be the primary medium of advertising by consumer finance companies, William A. Lotz, chairman of the advertising committee of the National Consumer Finance Assn., predicted at the group's 46th annual convention in Philadelphia last week. The reason, he explained, is that radio spots offer the advertiser the benefit of frequency, combined with wide circulation. "Reminder advertising is a factor in getting business," he said. "With radio spots locally, we keep the name of our companies before the public." Mr. Lotz is advertising manager of the Local Loan Co., Chicago.

He listed newspaper advertising as second in preference and direct mail third. Television use, he said, is limited to large companies only or to firms which have a heavy concentration of offices in any local area.

Hard-running team

Q. Who runs harder than the candidate?

A. The men who cover him.

Here is UPI's hard-running team of political reporters and photographers covering the 1960 presidential race.

Veteran campaigners all, Smith has been on the White House run 19 years; Theis has reported from Washington 18 years, Lahr 17 years, Duffee and Goldsmith 13 years, and Spivak nine years. Photographer Cancellare has been shooting the Washington scene for 22 years and Tretick 12.

They're dividing their time between the leading candidates. With Lyle C. Wilson, UPI's Washington bureau chief for 27 years giving additional clarity to the issues, they're running hard, for UPI subscribers everywhere.

United Press International

A UPI MAN IS AT THE SCENE

GOOD TASTE IN ADVERTISING

ANA joins AAAA 'Interchange' program to improve ads through self-criticism

Advertisers are going to help agencies ride herd on the good taste of their advertising. They've become full partners with agencies in the 14-year-old "Interchange" system for improving advertising through self-criticism.

Expansion of the Interchange program was announced last week by the Assn. of National Advertisers and the American Assn. of Advertising Agencies. AAAA has operated the Interchange since 1946. Under the new plan ANA and AAAA will operate it jointly.

Officials said major media associations, including NAB, would continue to be welcome to participate by calling the Interchange committee's attention to advertising which they consider "objectionable." This term embraces advertising they think is in bad taste, manifestly misleading or otherwise apt to harm advertising as a whole.

A 20-man committee was named to represent both AAAA and ANA in operating the Interchange. Robert E. Allen of Fuller & Smith & Ross and E.G. Gerbic of Heublein Inc. are co-chairmen.

How It Works ■ Under the Interchange system individual agencies and advertisers and media associations may submit to the committee instances of advertising that they consider objectionable. If the committee agrees, the advertiser and agency responsible for the advertising will be notified of the committee's vote and comments. If the committee thinks the problem is "serious," advertiser and agency will be asked to take corrective action and submit a reply. If this doesn't get results, the matter will be referred to the AAAA and ANA boards of directors.

What action the boards might then take remain speculative. Donald S. Frost of Bristol-Myers, chairman of the ANA, suggested that "we'll obviously coax, coax, coax—and then slug."

In the case of complaints about television commercials, the Interchange committee will form its judgment from copies of the script plus off-the-screen pictures of the commercial. Complaints against radio commercials will be judged from copies of the script.

Track Record ■ AAAA officials recalled that in the past five years 260 criticisms were processed by the Interchange committee. Of these, 151 were considered valid: 88 of the ads were considered in bad taste, 44 were considered manifestly misleading through verbal or visual trickery in the advertisement itself, and 19 were considered unfairly derogatory of competing products. Only four agencies refused to modify the advertising and these were all non-members of AAAA, officials said.

Officials made clear that the committee concerns itself only with questions of taste and judgment, not facts. Questions of fact, it was pointed out, are policed by various government agencies.

Mr. Allen, president of F&S&R, said pharmaceutical-product advertising had been responsible for "an overwhelming majority" of complaints handled by the Interchange. He said the committee had been "rather effective" in getting, for example, revisions in ads diagramming "the piping and plumbing of the human body."

Mr. Allen also observed that "good taste" may be a matter of timing and also of selection of media. A commercial for a hemorrhoid treatment, he suggested, would be more objectionable at the dinner hour than at 11 p.m., while some ads might be suitable for trade journals but not for television.

Formation of the ANA-AAAA committee, according to ANA Chairman Frost, stems from the ANA proposal last winter that a high-level "advertising advisory council" be established as part of a program to meet the crisis then confronting advertising (BROADCASTING, Feb. 8). Mr. Frost said the decision to expand the Interchange to include advertisers as well as agencies was developed jointly by AAAA and ANA, and that it was impossible to say which initiated the idea.

Committee Members ■ The group, called the ANA-AAAA committee for improvement of advertising content, consists of 10 representatives of each organization.

The AAAA group is composed of Co-Chairman Allen; Frederic R. Gamble as president of AAAA, and Beatrice Adams, Gardner Adv., St. Louis; Charles F. Adams, MacManus, John & Adams, Bloomfield Hills, Mich.; David F. Bascom, Guild, Bascom & Bonfigli, San Francisco; Robert T. Colwell, J. Walter Thompson Co., New York; Robert L. Foreman, BBDO, New York; Earl Hodgson, Aubrey, Finlay, Marley & Hodgson, Chicago; William D. Tyler, Benton & Bowles, New York, and David B. Williams, Erwin Wasey, Ruthrauff & Ryan, New York.

Representing ANA are Co-Chairman Gerbic; Peter W. Allport as executive vice president of ANA, and David F. Beard, Reynolds Metals; James E. Burke, Johnson & Johnson; Ralston H. Coffin, RCA; H.F. Griswold, Dole Corp.; Edward B. Rothman, Ford Motor Co.; Douglas L. Smith, S.C. Johnson & Son; Samuel Thurm, Lever Bros., and Ben H. Wells, Seven-Up Co.

'Good taste' leaders ■ Checking over the document that establishes the formation of the new ANA-AAAA sponsored Committee for Improvement of Advertising Content are the leaders of the cause (l to r): Peter W. Allport, executive vice president, ANA; Donald S. Frost, vice president, Bristol-Myers Co. and chairman of the board of ANA; Edward G. Gerbic, vice president, Heublein Inc., co-chairman of the board, ANA-AAAA Committee for Improvement of Advertising Content; Robert E. Allen, president, Fuller & Smith & Ross, and co-chairman ANA-AAAA Committee for Improvement of Advertising Content; and Frederic R. Gamble, president of AAAA.

STRANDED: Philadelphia's 30th Street Station, emptied by the recent Pennsylvania Railroad strike. WIP helped out by bringing derailed commuters and generous motorists together.

Air lift for a derailed city. As soon as the recent Pennsylvania Railroad strike was officially on, so was **WIP** with on-the-air appeals for motorists to share their cars with derailed commuters. **WIP** staff-members awoke way before dawn to man a battery of special telephones and to receive hundreds of calls from as far away as Cape May and Wilmington. We continued this emergency public service until every commuter had a ride. **WIP**'s share-the-car operation was in the tradition of public consciousness which has helped differentiate pioneer-**WIP** from its fellows for 39 years. And with the added impact of Metropolitan's new concepts, **WIP** is moving rapidly to the foremost audience position . . . in Philadelphia. **WIP, Metrodelphia, Pa.**

A station of the Metropolitan Broadcasting Corporation. **Harvey L. Glascock**, V.P. & General Manager. **H. D. (Bud) Neuwirth**, Sales Director. Represented nationally by **Edward Petry.**

HOW TV PAYS OFF FOR VAN LINES

A special show for special purpose keeps moving firm on tv

Last spring a housewife in Southern New Jersey telephoned ABC-TV in New York to determine the location of the nearest North American Van Lines agent in her area. She told ABC-TV officials that her husband was to be transferred to another part of the country and her local directory did not list an NAVL agent. She was advised to communicate with an NAVL agent in Newark, N.J. After thanking her informant, she volunteered the following: "I've enjoyed the *Championship Bridge* program on ABC-TV so much that I just have to have North American Van Lines, the sponsor, as my mover—just to show my appreciation."

NAVL executives in Fort Wayne, Ind., cite this story as typical of the customer loyalty built up by North American Van Lines through its 50% sponsorship on a weekly basis of ABC-TV's *Championship Bridge* series last winter and spring. They acknowledge that the company's entry in network tv last season was "an experiment," but the results have been "so satisfactory" that NAVL will return to the program as a 50% sponsor each week, starting Oct. 16 (Sun., 1-1:30 p.m.). Schwayder Bros. (luggage), Denver, through Grey Adv., New York, sponsors one-quarter of the program on alternate weeks and the remainder is offered for local sale.

C.D. Pease, merchandising manager for NAVL, and Jac Ochiltree, account executive with the Biddle Co., Bloomington, Ill., agency for NAVL, last week added a footnote to the New Jersey housewife's story. She telephoned the NAVL agent in Newark, but learned he was on vacation for three weeks. Though she was eager to complete arrangements for moving, she waited until the NAVL representative returned.

Mr. Pease noted that NAVL's decision to advertise on network tv—and using a bridge show as the vehicle—was viewed with skepticism and annoyance by local NAVL agents, who contribute to the company's advertising budget. For 1959-60, as for 1960-61, NAVL earmarked approximately $700,000 (more than 50% of its advertising-promotion-merchandising allocation) to the program for a 26-week cycle—so the stakes were high. But the misgivings of agents started to vanish, Mr. Pease added, as these developments unfolded:

- The number of viewers during the first few weeks in the fall of 1959 was placed by ABC-TV at 2.3 million, but rose steadily until it reached 5.7 million last April.
- When NAVL offered viewers a booklet on bridge tips for 25 cents, more than 225,000 viewers responded. Company officials point out that viewers not only had to pay for the booklet, but also had to take the time to look up the name and address of their local NAVL agent to whom the request had to be sent.
- When the program completed its 26-week cycle last April, the program went off the air without advising viewers it was the last show. The network was showered with letters of protest, asking that the program be reinstated.
- NAVL business rose by 17% over the past year, as compared with an average ranging up to 12% for its competitors. Company executives attributed the rise at least in part to tv, and therefore had no hesitation about renewing the program.

The *Championship Bridge* program is produced on film by Walter Schwimmer Inc., Chicago. Last year four well-known bridge players were featured on each program, with announcer Alex Dreier providing the narration and bridge expert Charles Goren an analysis of the playing. This season the format will be altered slightly and well-known personalities who are bridge fans, will appear on the program. Among those already scheduled are Groucho Marx, singer-actor Alfred Drake, orchestra leader Les Brown, former tennis star Gene Mako and football coach Forrest Evashevski.

Explaining the decision to renew *Championship Bridge*, Mr. Pease offered these observations:

Identity ■ "Our business is not an 'impulse' one. Someone reading an ad in a newspaper or magazine may not be preparing to make a move. Our advertisement, therefore, is mainly designed to create identity. We think tv is an effective vehicle for that objective.

"However, in addition to identity, we must also reach the proper audience. Our research indicates that our best prospects are among the better-educated, higher-income workers, who make more frequent moves. For instance, some 60% of our work is for large corporations for transfer of equipment and products; some 15% for transfer of corporation personnel's household goods. Therefore, the proper show would not be a western. We find that a bridge telecast reaches a better-educated, higher-income group and one that is loyal and appreciative."

Mr. Pease summed up NAVL's experience by quoting an apparent paradox: "We've discovered that tv, the most mass medium of all, has proved to be the most selective medium of all for us."

A SELECTIVE AUDIENCE
Bridge show draws dividends for moving company

In the world of Arnold Stang spot is a very big deal. His spot campaign for Chunky Chocolate Corporation is a tremendous success in a powerful and versatile medium. It made famous the comedy buy-line –"Chunky! Whatta chunka chawklit!" The Chunky Chocolate people – and Arnold – know the value of spots well placed. Nothing is more flexible. You sell your products where they are, with maximum exposure, high return, and *no waste*, and when it comes to smart placement call your H R man. He's an expert.

H R *Television, Inc.*
Representatives

HOW WILL THE NEW

*Number of Half Hour Firsts							
	MON.	TUES.	WED.	THURS.	FRI.	SAT.	SUN.
8:00 / 8:30	a	a	Z	Z	Y	Y	a
8:30 / 9:00	Y	a	Z	a	a	Y	a
9:00 / 9:30	Y	a	a	Y	a	Y	Y
9:30 / 10:00	a	Z	a	a	a	Y	Y
10:00 / 10:30	a	Y	Z	a	a	Y	Z

*Source: Nielsen 24 market TV Report week ending September 18, 1960.

TALLY: ABC-TV-17 FIRSTS / NET Y-12 / NET Z-6

SEASON SHAPE UP?

Although it's too early for firm predictions, there already are some straws in the wind. A look at the first big week of the season may give you a hint of things to come. It was a week of new shows on Networks Y and Z . . . 5½ hours of them: Aquanauts, Checkmate, Tab Hunter, Tall Man, National Velvet, The Thriller, and Shirley Temple, all lending their support to the schedules. Despite this, and with no premieres, ABC-TV came up with a clear victory in half-hour firsts for the week. A quick glance at the chart shows that ABC won on four nights and tied on Sunday. As for those losing nights, let's wait for our own premieres. We have a few hot ones coming up, including *Hong Kong* on Wednesdays at 7:30 and *The Roaring 20's* on Saturdays at 7:30. In the next five or six weeks, when the dust settles and the regular viewing habits are being formed, we'll be watching the ratings, with you. Particularly in the competitive markets—which are the true proving ground for audience acceptance.

ABC TELEVISION abc

A new function for tv ad agencies

Agency tv producers in the future are expected to be more in demand in the staging of big-budgeted sales and industrial shows.

This is the feeling at Cunningham & Walsh which next weekend in Detroit opens an original musical revue, a $250,000 production developed for the stage along tv techniques.

The revue, called "Wheels of Freedom," will have four shows daily over the nine-day period it will be in Detroit for a total of 36 performances, comparable to a limited engagement on Broadway. "Wheels of Freedom" opens Saturday (Oct. 15) as the entertainment portion of the National Automobile Show, an $11 million-plus exhibition of 1961 models of all U.S.-made automobiles and trucks. C&W is agency for the Automobile Mfrs. Assn., the all-industry organization putting on the affair.

The stage show is the responsibility of Tom De Huff, C&W's combination tv producer and tv account supervisor who played Ziegfeld for the occasion. He cast the show and otherwise worked in the manner of any show business promoter in New York.

Its budget of about a quarter million dollars permitted the featuring of Julius La Rosa, Betty Ann Grove, The June Taylor Dancers, The Ray Charles Singers and Neal Hefti and his orchestra. The show's original score was composed by Mr. Hefti and its choreography handled by Miss Taylor. The cast and production personnel number some 100.

Last week, in the grand ballroom of New York's Henry Hudson Hotel, the performers held a run-through (see picture) and then packed for Detroit and rehearsals at the huge, just-completed Cobo Hall that's large enough to house the exhibit's first appearance in the auto industry's home city.

Future Function? ■ In an interview last week, Mr. De Huff spoke of a possible new trend in tv agency functions: "Packaging of an industrial show may be the forerunner of other agency productions for sales and industrial show clients."

Why come to the tv department of the agency rather than to MCA or some other stage production house? Mr. De Huff noted these reasons:

■ It's more economical to use the advertising agency on the account because the agency has no big production staff overhead.

■ It can be a "better show" because the agency "understands the client's business" to an extent unexpected of an outside packager.

■ In line with this, the agency would permit for greater client control than would a packager.

As hired by Mr. De Huff, the production staff became temporary C&W employes. So employed were the director, choreographer, costume designer, lyricists, the musical composer, conductor and arranger and even the wardrobe mistress.

Sound System ■ Mr. De Huff said the agency has used radio-tv techniques in the show such as Port-O-Vox, a system that is an improved version of lapel-microphone staging. There is a "big emphasis on sound," Mr. De Huff continued, noting this also is a carryover from broadcasting.

There are some other auto show productions, notably General Motor's Motorama, which after a year's layoff will be staged Nov. 3 in New York, then tour San Francisco and Los Angeles, and the Oldsmobile show among others. But these are eclipsed by the size of the National Automobile Show. (Campbell-Ewald for the first time in seven productions will stage Motorama.)

C&W was selected as agency and assigned the staging in January, 1960. By Feb. 11 it was surveying the still unfinished Cobo Hall, on Feb. 22 had started musical composer auditions and by Feb. 24 was negotiating for a choreographer. Male and female lead auditions were held March 11 with a first report on the show's preparation presented April 21 to AMA's show committee at Cunningham & Walsh's offices in New York. Various meetings were held up through Aug. 18 at which time AMA and staff were at C&W offices again to receive final production details and an outline of the show. On Sept. 1 a production meeting was held for the entire staff, and dance auditions held the week of Sept. 11.

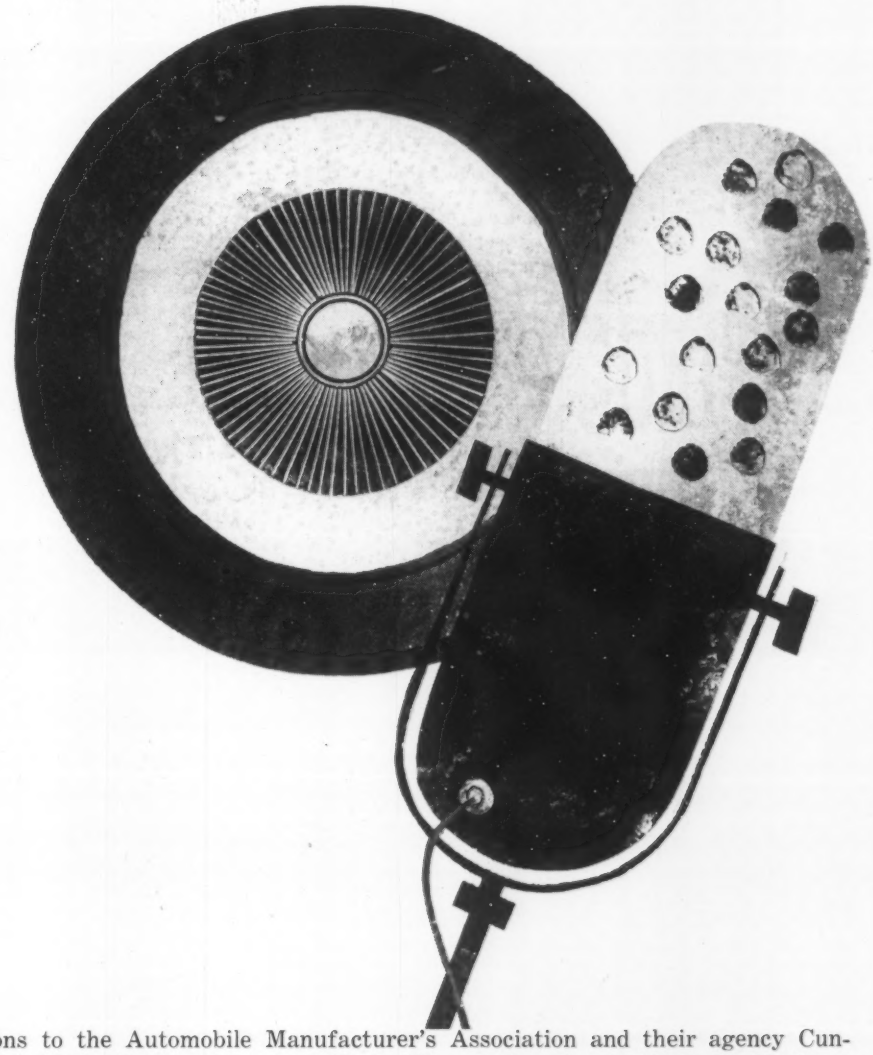
Rehearsals began in New York on Sept. 27 and ran through the beginning of last week when the cast shifted its base of operations to Detroit and Cobo Hall where a special stage was built for the auto production.

C&W also handled media and promotion for the auto show. The agency lined up a radio spot saturation campaign that's now building up in the Detroit area. It includes some 250 spots on 30 stations over a 10-day period. Most of the commercials are in one-minute lengths, except for Detroit stations which also will air 10-second IDs. The four Detroit tv stations (including CKLW-TV Windsor) will carry tv IDs. The commercials pick up the theme song, "Wheels of Freedom," in parade tempo and written specifically for the C&W-produced show.

Show patterns ■ During rehearsal on "Wheels of Freedom" in New York last week performers and producers go through preliminary paces. L to r, Neal Hefti (wearing sweater), who composed the original score; Tom De Huff, tv producer-account supervisor, Cunningham & Walsh; choreographer June Taylor; Julius La Rosa and Betty Ann Grove are in the foreground, the June Taylor Dancers are in the background.

WXYZ, Detroit's Most Popular Station*

welcomes the newest on wheels



Congratulations to the Automobile Manufacturer's Association and their agency Cunningham & Walsh for selecting America's Motor City as the site of this year's National Auto Show! Detroit's Cobo Hall will dramatically showcase all that's new on wheels for 1961, October 15th-22nd. We're so proud that we'll be right there with you! WXYZ Radio will have a complete studio-display booth so that our entire staff can broadcast ALL of our programs from the show. Being popular, we like crowds—and where Detroit goes, WXYZ Radio goes. Welcome to the Nation's Fifth Market . . . Welcome to WXYZ-land! You'll see Edward P. Morgan and Howard Cosell from ABC . . . and Fred Wolf, Marty McNeeley, Paul Winter, Fred Weiss, Chuck Daugherty, Dick Osgood and Jack Powers from the "Living end of the Alphabet—WXYZ Radio."

Fred Weiss · Paul Winter · Fred Wolf · Chuck Daugherty · Marty McNeeley

*Hooper, Aug.-Sept., 1960

one of America's great Stations

WXYZ RADIO DETROIT

In
CLEVELAND
nothing
sells
like
BEAUTIFUL
MUSIC

RADIO
WJW

the **STORER** *station*
backed by 33 years
of responsible broadcasting

CALL KATZ or
National Sales Offices:
625 Madison Ave., New York 22
230 N. Michigan Ave., Chicago 1

FOOD: $1 MILLION DAILY ON TV

Six-month spending data is reported by TvB

National television is a $1 million-a-day advertising medium for national food and grocery companies, according to a Television Bureau of Advertising analysis presented today (Oct. 10).

The allocations include time and talent costs, network and national spot. They cover the first half of 1960. In that period, food advertisers' gross time billings for network and national spot totaled $144.7 million ($88.7 million for spot and $55.9 million in network), which when talent costs are added, grow to a level that's above $180 million.

Topping the advertiser list in foods is the food beverage tv sponsor, namely one associated with coffee, tea or food drinks. This category accounted for $31.2 million in billings, General Foods coming through in the six months as the leading single advertiser (more than $9.3 million for gross time). Cereal food advertisers toted up over $20.6 million in billings with Kellogg ($8 million) at the head of that list. Third place was reserved for baked goods advertisers at $16.8 million, National Biscuit Co. leading at $4 million. Leading food store advertisers in first half 1960 were Great Atlantic & Pacific Tea Co. and Safeway, respectively accounting for $825,240 and $751,750 in spot tv, a category which in the six months com-

Estimated Expenditures of Network Television Advertisers

BY PRODUCT CLASSIFICATION

Source: TvB/LNA-BAR

	July 1960	Jan.-July 1960	Jan.-July 1959
Agriculture & farming	$ 109,712	$ 1,318,807	$ 1,112,440
Apparel, footwear & accessories	191,643	4,414,855	2,982,002
Automotive, automotive accessories & equipment	3,795,988	30,586,347	26,073,123
Beer, wine	597,130	4,627,132	3,228,253
Building materials, equipment & fixtures	108,679	1,504,811	1,651,620
Confectionary & soft drinks	846,350	9,114,154	6,795,085
Consumer services	110,013	2,142,820	1,926,414
Drugs & remedies	5,772,928	47,360,260	41,132,573
Entertainment & amusement	698,950	842,467	260,383
Food & food products	7,939,907	65,332,423	66,564,653
Freight, industrial & agricultural development	—	247,530	235,587
Gasoline, lubricants & other fuels	1,063,143	8,748,970	3,451,645
Horticulture	—	371,250	240,016
Household equipment & supplies	4,290,832	18,340,822	17,822,269
Household furnishings	231,043	3,560,308	2,064,290
Industrial materials	4,005,815	14,600,994	11,737,349
Insurance	2,869,868	8,454,479	5,847,277
Jewelry, optical goods & cameras	638,917	6,631,684	7,248,245
Office equipment, stationery & writing supplies	131,310	1,866,420	2,211,082
Publishing & media	1,573,288	1,617,192	—
Radio, tv sets, phonographs, musical instruments, accessories	1,498,538	3,616,846	3,047,666
Retail or direct by mail	—	360,792	—
Smoking materials	5,463,582	44,865,471	44,116,665
Soaps, cleansers & polishes	4,376,565	39,925,448	39,395,028
Sporting goods & toys	130,860	1,442,792	1,375,594
Toiletries & toilet goods	8,768,074	64,867,095	60,258,536
Travel hotels & resorts	—	765,173	715,062
Miscellaneous	597,823	4,842,968	4,702,720
TOTAL	$55,810,958	$392,046,310	$356,195,577

TOP 15 NETWORK BRAND ADVERTISERS

Source: TvB/LNA-BAR
July 1960

1. Westinghouse (institutional)	$2,701,068
2. Mutual of Omaha	2,241,610
3. Lipton Tea	1,102,570
4. B.F. Goodrich (tires)	1,024,516
5. Look Magazine	1,024,516
6. Westinghouse Electric (refrigerator-freeze)	1,007,268
7. Bufferin	877,746
8. Anacin Tablets	816,517
9. Westinghouse Laundromat	715,690
10. Kentucky King Cigarettes	713,638
11. Belair Cigarettes	644,949
12. Texaco Inc.	623,725
13. Dristan (tablets, mist, etc.)	563,170
14. L&M Cigarettes	533,398
15. World Book Encyclopedia & Child Book	505,839

TOP 15 NETWORK COMPANY ADVERTISERS

Source: TvB/LNA-BAR
July 1960

1. Westinghouse	$5,831,551
2. Lever Bros.	3,330,794
3. Procter & Gamble	3,058,626
4. American Home Products	2,297,259
5. Mutual Benefit Health & Accident	2,241,610
6. Brown & Williamson	1,941,494
7. Colgate-Palmolive	1,748,561
8. Bristol-Myers	1,360,694
9. General Motors	1,166,920
10. Sterling Drug	1,059,067
11. Cowles Magazines	1,024,516
12. B.F. Goodrich	1,024,516
13. Radio Corp. of America	1,024,516
14. Gillette	1,020,427
15. Alberto-Culver	920,447

Every important food chain uses WDAY-TV, Fargo!

These four big food chains make approximately 75% of ALL the retail food sales in the big WDAY-TV area—and that 75% equals nearly *$116,000,000 per year!*

Advertising isn't the whole answer, of course, because the Fargo area is a *fabulous* one. But it is significant that the four important food chains in the area *all use WDAY-TV on a year-'round basis.*

Certainly you can be sure that the biggest merchants in North Dakota know a lot about the best media values! Ask PGW for all the facts!

WDAY-TV

FARGO, N. D. • CHANNEL 6

Affiliated with NBC

PETERS, GRIFFIN, WOODWARD, Inc.
Exclusive National Representatives

Jane Johnston speaks for *Red Owl* on the Red Owl Theatre on WDAY-TV

Carol Olson speaks for *Fairway-Super Fair* in the Phil Silvers Show on WDAY-TV

Bill Weaver speaks for *Super Valu* in their very heavy spot schedule on WDAY-TV

Glen Hanson speaks for *Piggly Wiggly* on "Bold Venture" on WDAY-TV

HIGH RATED
LOCAL PROGRAMMING
★
MILWAUKEE
witi
CBS NETWORK
-tv
TV Capital of Wisconsin
TOP
AVAILABILITIES
IN THE LARGEST
FILM LIBRARY
IN THE MARKET!
CALL BLAIR
Television Associates
the **STORER** *station backed by 33 years of responsible broadcasting*

piled a spot billing gross of more than $4.6 million.

Other leading food categories in the first half of 1960 with a total breakdown of expenditures in spot tv and network tv:

	Gross time expenditures		
	TOTAL TV	SPOT TV	NETWORK TV
Condiments, sauces, appetizers	$ 6,893,485	$ 4,500,000	$ 2,393,485
Dairy products	9,870,622	3,884,000	5,986,622
Desserts	2,203,486	508,000	1,695,486
Dry foods (flours, mixes, rice, etc.)	14,807,358	10,363,000	4,444,358
Fruits and vegetables, juices	8,656,630	5,237,000	3,419,630
Macaroni, noodles, chili, etc.	2,078,875	1,476,000	602,875
Margarine, shortenings	8,310,883	5,845,000	2,465,883
Meat, poultry and fish	4,110,591	3,530,000	580,591
Soups	3,245,825	720,000	2,525,825
Miscellaneous foods	9,431,869	5,820,000	3,611,869
Miscellaneous frozen foods	1,760,240	1,498,000	262,240

NOW THERE'S A REAL 'BRAND X'

New 'one-time' window cleaner is on radio, tv

Brand X is on the air, no longer the goat for some "superior" product but an advertiser in its own right, with its own claims to make. Its slogan: "Brand X strikes back."

In Cincinnati, practically in the shadow of perhaps the world's greatest cleanser arsenal, a private inventor is launching a $2.95 window cleaner to end window cleaning, stepping in with a modest advertising budget to capitalize on generations of copy that have gone before.

The father of Brand X is Harry Chafvin Jr., 43-year-old researcher-consultant who makes the product, markets it and writes much of his own advertising copy. At least he did, until he got his window cleaner safely on the market. Now that he's distributing through much of the country, he's turning over details to associates and it's back to the laboratory to work on 30 or more other products under development.

Striking Back on Tv ■ Some of the Chafvin copy can be seen and heard on the air. Television has been doing a good job for Brand X in Cincinnati, Mr. Chafvin says, bringing buyers into department, hardware and drug stores where it is sold. The window cleaner has been building up schedules since last summer to the point where it is using daily and weekly news programs shows on WCPO-TV and WLWT (TV) in the home town, now adding football on tv and radio too.

Last week Brand X started a new schedule testing radio on WHBU Anderson, Ind., using 10-second transcriptions at something like 60 a week. These are skits on the election theme and other situations with voices, music and a full range of effects, crashing glass a mainstay among these.

There's scarcely a need for Brand X to take the comparison tack in its copy. With this window cream it's not a matter of degree. You clean your windows and have done with it forever, Mr. Chafvin says, adding that a special extra cloth is provided in the package to dust away fingerprints, grease and any other "foreign matter" to appear later on the cleaned surface. Brand X also works on mirrors, ash trays, chrome, patent leather, plastics and other synthetics, fluorescent lights, terrazzo floors, eyeglasses and anything made of glass, including the tv screen, where "Brand X" used to appear in unfavorable light.

X-Planation ■ Mr. Chafvin chose the name and registered it, he says, be-

Interview: Bert Schloemer

Executive Vice President, Stockton-West-Burkhart Advertising Agency, Cincinnati, tells why he selects the WLW-TV and Radio Stations for Hudepohl Beer.

"You can always look to the Crosley Stations for the latest accomplishment of true significance to the broadcasting industry."

"This summer the WLW-TV Stations are televising night baseball in COLOR for the first time in TV history. Undoubtedly color adds tremendously to the appeal of the game . . . and to the effectiveness of our commercials."

"This COLORCASTING of outdoor night remotes under normal lighting conditions is of real value to TV advertisers and gives added weight to the already heavy list of other WLW-TV's advantages."

"The Hudepohl Brewing Company is happy to receive this extra programming and commercial advantage as one of the WLW-TV sponsors of these Cincinnati Reds games."

Call your WLW Stations' Representative . . . you'll be glad you did! The dynamic WLW Stations . . .

WLW-D Television Dayton

WLW-C Television Columbus

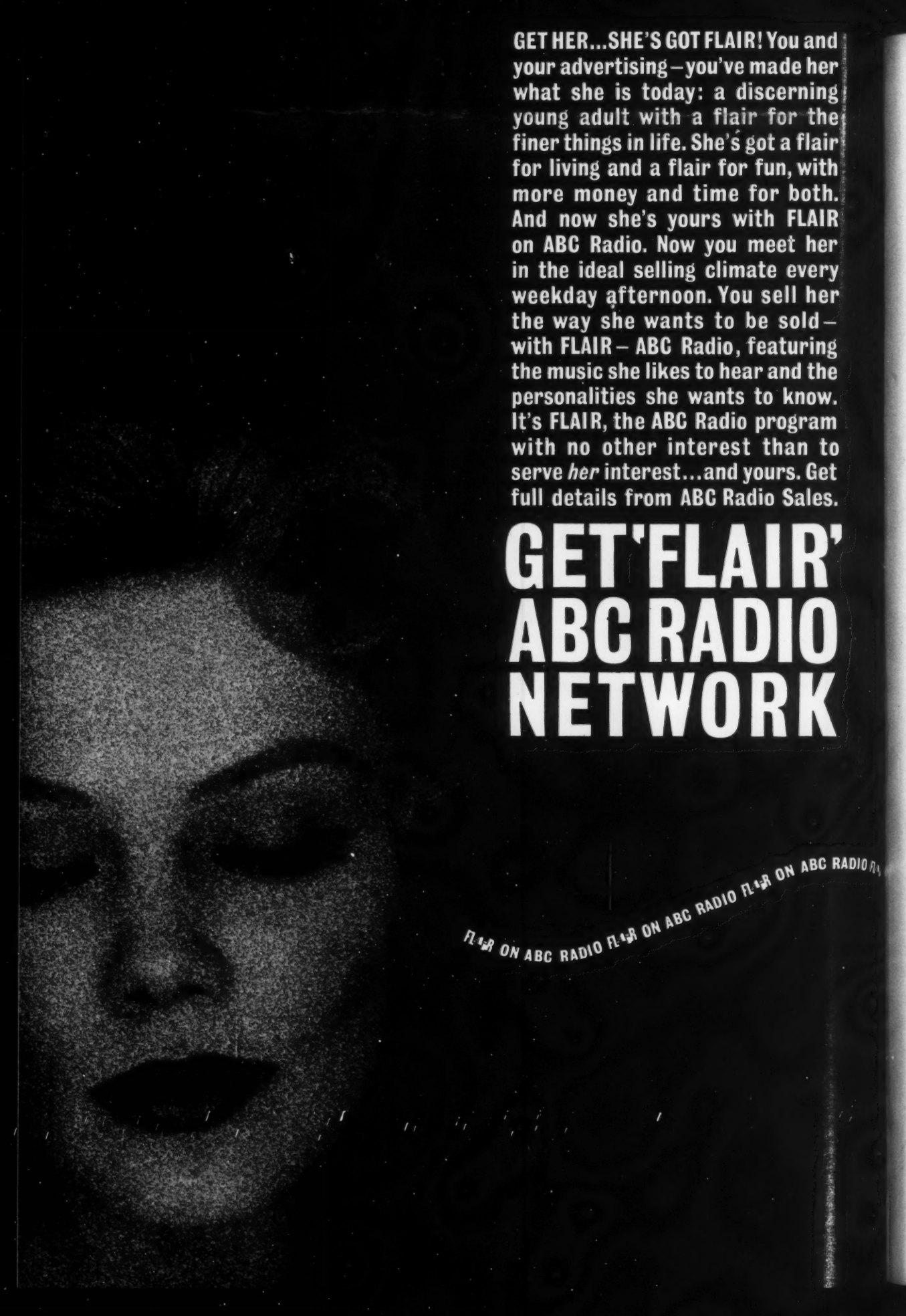
WLW-T Television Cincinnati

WLW-A Television Atlanta

WLW-I Television Indianapolis

W L W Radio

Crosley Broadcasting Corporation, a service of Avco


GET HER...SHE'S GOT FLAIR! You and your advertising—you've made her what she is today: a discerning young adult with a flair for the finer things in life. She's got a flair for living and a flair for fun, with more money and time for both. And now she's yours with FLAIR on ABC Radio. Now you meet her in the ideal selling climate every weekday afternoon. You sell her the way she wants to be sold—with FLAIR—ABC Radio, featuring the music she likes to hear and the personalities she wants to know. It's FLAIR, the ABC Radio program with no other interest than to serve *her* interest...and yours. Get full details from ABC Radio Sales.
GET 'FLAIR' ABC RADIO NETWORK
FLAIR ON ABC RADIO FLAIR ON ABC RADIO FLAIR ON ABC RADIO

cause it's one of the best known in America. At least one soap commercial has quit referring to the competition as "Brand X" and now labels it "other brand," although this copy change predates the appearance of the real Brand X, it is understood.

In effect the new product may persuade other advertisers to abandon references to "Brand X" purely on the possibility of action to guard the name or reputation of the newcomer. However, while Mr. Chafvin pointed that he had registered his product name, he also believes he stands to benefit from any mention of Brand X in advertising by other products.

Brand X television copy so far has been local-live demonstration. Tv expansion to other markets is imminent. However, the inventor says, films may be brought in at this point. Brand X Corp. is uncommitted to any advertising agency at present.

Big day for Chevrolet planned in Virginia

"Chevrolet Day in Virginia" was observed in a big radio way Friday (Oct. 7) by Virginia Chevrolet Dealers Assn., comprising 98 dealers south of Fredericksburg and Harrisonburg. The event promoted new 1961 models.

The entire day was bought on eight stations by Cargill, Wilson & Acree, Richmond, association agency. Elliott H. Barden is account executive. In addition two one-hour programs were sponsored on more than a score of radio stations in the region.

All-day sponsorship provided a minimum of 144 one-minute spots on each of the eight stations on the schedule: WKLV Blackstone; WINA Charlottesville; WDVA Danville; WLVA Lynchburg; WRAD Radford; WEZL Richmond; WROV Roanoke; WAYY Norfolk-Tidewater.

Programming was built around taped talks by national Chevrolet officials; style and technical material from the factory; Chevrolet's national commercial programs; jingles; remotes from showrooms and dealer interviews.

Similar programming was carried in the one-hour programs on a list of 27 outlets. The list includes: WBLT Bedford; WBCR Christianburg; WCFV Clifton Forge; WKEY Covington; WSVS Crewe; WEVA Emporia; WFLO Farmville; WYSR Franklin; WDDY Gloucester; WMNA Gretna; WHAP Hopewell; WREL Lexington; WMVA Martinsville; WVEC Hampton; WTAR Norfolk; WSSV Petersburg; WPUV Pulaski; WRNL, WRVA Richmond; WDBJ Roanoke; WHLF South Boston; WJWS South Hill; WTON Staunton; WLPM Suffolk; WNNT Warsaw; WAYB Waynesboro; WCBI Williamsburg.

Selection of the all-day and one-hour format, Mr. Barden said, was based on the agency's belief the generally heavy automobile schedule presently on radio limits good spot availabilities. "This approach is just the kick-off needed to keep Chevrolet on top in sales in the state," he explained. The association budget is believed to be around $15,000.

Individual dealers will buy their usual new-model radio and tv schedules. These include sports, personalities and spot announcements.

Hollywood Ad Club announces contest

The first International Broadcasting Awards competition, to select the best commercials broadcast on radio in any English-speaking country and on television in any country in the world, is being announced today (Oct. 10) by the Hollywood Ad Club. Advertisers, agencies, broadcasters and producers are all invited to submit their best work in the global competition for awards to be presented during Advertising Week, Feb. 5-11, 1961.

Awards will be made for the top commercials in 15 tv categories and seven radio classes, plus a grand award for each medium, regardless of class. The groups will include, for radio, musical and verbal commercials of various lengths, with local commercials judged separately from national or regional campaigns. In television, live-action and animated commercials of various lengths from ID's to spots of one minute or longer will be judged for direction, editing, camera work, etc.

Brochures describing the submission of entries and the judging in detail may be obtained from the Hollywood Ad Club, 6362 Hollywood Blvd., Hollywood 28, Calif. Deadline for entries is Dec. 31, 1960.

Lionel Corp. trains to ride on television

In its pre-Christmas advertising effort, Lionel Corp., New York, has produced a 27-minute color feature film, titled *The Wonderful World of Trains*, starring the Suzari Puppets and child actor Paul O'Keefe. It will be shown in 38 U.S. markets and on several stations in Canada during November and December. The cost to Lionel for production and time is expected to run to about $100,000.

The film contains no Lionel credits in the scripts, but Lionel equipment is used to illustrate the trains that the

In the next ten years, 105,000,000,000 additional consumer dollars will flow into America's economy. Most of these new dollars will be spent by multiplying millions of young adults...better educated young adults...in better jobs...with more leisure time. These young adults will be on the move exercising their flair for living, their flair for fun. And only radio, truly portable, motorized, transistorized pocket-sized radio is so superbly equipped to meet the challenge of the mobile Magic Market of the 60's.

ABC RADIO HAS FLAIR

Lively and lilting, filled with music, spiced with news of fashion, food, sports, society, science...FLAIR brings a brand new world into fascinating focus for every young homemaker. Every day she joins FLAIR host Dick Van Dyke—brilliant comic dancer, singer and star of the hit musical "Bye Bye Birdie." He in turn will introduce her to the world of FLAIR—bright 90-second segments of wit and wisdom in the persons of the most exciting and entertaining men and women of our age. JUST LOOK AT SOME OF THE TOP NAMES WHO SELL FOR YOU WITH FLAIR! Connie Bannister / Orson Bean / Theodore Bikel / Natalie Brooks / Peggy Cass / Hans Conried / Johnny Desmond / Eileen Ford / Arlene Francis / Lawrence Galton / Boris Karloff / Toni Gilbert / Hermione Gingold / Gussie Moran / Fernando Lamas / Phyllis Kirk / Audrey Meadows / Vance Packard / Bonnie Prudden / Martha Rountree / Jean Shepherd / Toots Shor / Arthur Treacher / H. Allen Smith / David Wade / Wayne and Shuster / Betty Walker / Jonathan Winters. They're all on FLAIR...all here on ABC Radio. Yours with a network that enjoys complete endorsement by its affiliates. Everyone's in favor of FLAIR, because FLAIR is in the best interests of the consumer who will shop more, who will buy more, who will spend more in the next decade. *Get her*...she's got FLAIR! Contact your ABC Radio salesman today and...

GET FLAIR ON ABC RADIO NETWORK

Serving the $5-Billion
Government Employee Market

WQMR offers
LISTENERS

exclusive
Voice of Government
Reports . . .
Musical Clusters in
Concert Hall Sound . . .
News, Traffic, Weather

WQMR offers
ADVERTISERS

the proven attention of
ONE MILLION
IMPORTANT
LISTENERS
spending $5-billion
annually, plus
FREE POP
MERCHANDISING
in ACME
Supermarkets, fastest
growing chain of
supermarkets in the
capitol area.

WQMR DIAL 1050

Serving the Largest Specialized Group of Listeners in Any City.

Contact
General Manager Ed Winton
Wisconsin Building
Washington 16, D. C.
WHitehall 6-1050

OR YOUR HEADLEY-REED REPRESENTATIVE

THE CONNIE B. GAY
BROADCASTING COMPANY

hobo puppet encounters during his travels. Special commercials were filmed for the program, which will be carried once on each outlet. The film also will be offered to organizations and department stores for showing with or without commercial credit to Lionel.

As part of its Christmas promotion, Lionel again will co-sponsor NBC-TV's coverage of the Thanksgiving Day parade and will conduct a spot tv campaign in the markets that will carry *The Wonderful World of Trains*. Lionel's agency is Grey Adv., New York.

FOR '61 MODELS
Tv budgets expected to increase 25%

As U.S. automakers readied advertising schedules for the 1961 models, television Bureau of Advertising estimated a 25% increase this year in automotive advertising.

TvB predicted national and regional auto tv advertising in terms of net time and talent would top the $75 million mark, noting that in the first six months automotive use of network rose from $24,026,000 gross billing in 1959 to $31.7 million in the 1960 period, a gain of 32.3%; while in spot the boost was from $4.8 million in the 1959 period to $9.5 million in the first half of '60.

TvB noted that more than $4 out of every $10 spent by the auto advertisers in terms of gross tv time went to compact car advertising. TvB also found a change underway this year by auto advertisers toward increased use of spot tv and diversification of "messages" on network tv, pointing out that automotive advertisers are represented on at least 20 regular network programs this season, which is a doubling of last season's total.

The leaders (parent company and dealers) in the first six months: General Motors Corp. spent $10.5 million for tv time at gross rates; Ford Motor Co. earmarked $8.4 million; Chrysler totaled $6.5 million, and American Motors, $2 million.

New S.F. ad agency

James A. Jordan and J.C. Danielson have organized a new San Francisco advertising agency, Jordan-Danielson Advertising, with offices at 1736 Stockton. Mr. Jordan, head of the agency, was previously associated in executive capacities with Plough Broadcasting Corp., Chicago; Hearst Newspapers, and most recently with Bartell Broadcasting in San Francisco and Milwaukee. Mr. Danielson has been associated with a number of radio and tv stations across the country and has owned and operated ad agencies in the midwest.

■ Business briefly

Holiday drive ■ Elgin National Watch Co., Elgin, Ill., has bought twice-weekly announcements on NBC-TV's *The Dave Garroway Today Show* from Nov. 15 through Dec. 19, plus a Garroway hour-long special, *Dave's Place*, on Nov. 18. Additionally, the client has purchased participations on *The Jack Paar Show* Nov. 18-Dec. 20. Tv commitments will be supplemented by magazine space during the holiday gift campaign. Agency: J. Walter Thompson Co., Chicago.

Norge buys time ■ Norge Div. of Borg-Warner Corp., Chicago, plans to use co-op advertising campaign in about eight key test cities to market its new automatic, coin-operated dry cleaning machine, it was announced Wednesday. Radio and tv spots will be used in test markets, including Effingham and Lombard, Ill.; Quincy, Mass.; Albany, N.Y.; Wilmington, Del., and other cities, with dealers asked to help underwrite costs. The client has not yet selected agency for dry cleaner, according to Jack Pettersen, marketing director. Campaign will kick off in next few weeks and be explained next January after test runs.

Oster in 50 ■ John Oster Mfg. Co., Milwaukee, is readying its biggest radio-tv spot campaign for a November start. The campaign in behalf of Oster's Housewares Division will break in some 50 major markets on both radio and tv. Agency: S. Jay Reiner Co., Mineola, N.Y.

Lite-Diet formula ■ Bakers Franchise Corp., N.Y., which has 125 franchised bakeries distributing its Lite-Diet special-formula white bread, is ready to start a three-month advertising drive with a $200,000-plus budget that includes campaigns on 162 radio stations and 33 tv stations. Lite-Diet will employ up to 30 one-minute and 30-second announcements per week on each station, while the tv schedule spots one-minute and 10-second film commercials. Agency: Mogul Williams & Saylor Inc., N.Y.

DCA appoints ■ DCA Food Industries Inc., N.Y., with radio-tv-newspaper budget of $350,000, has appointed Kastor, Hilton, Chesley, Clifford & Atherton, Inc., N.Y., as agency for its ice cream division ("Gold Mine" brand stick confections and frozen water products). The account was previously at Ted Bates & Co., N.Y.

Danish product ■ Ben B. Bliss Co., N.Y., has acquired the advertising account of Arnold Sorensin's Sprotts (Danish sardines). An extensive advertising and promotion campaign is

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money

Sun-drying raisins near Fresno. Agribusiness here employs as many as 65,000 people during a month.

Fresno is the nation's Number One agricultural county and the heart of America's raisin industry.

More Fresno listeners will hear about your product on Fresno's Beeline station, KMJ. Compared to the second best stations in this market, KMJ delivers:

35% more of the *morning* audience
14% more of the afternoon market
31% more of the *evening* audience

*(April 1960 Pulse)**

No question but that Beeline Radio is your key to the desirable Fresno market. And that's true for all *five* Beeline markets in the Billion-Dollar Valley of the Bees. As a group, the Beeline stations reach more radio homes in these markets than any competing combination — at the lowest cost per thousand.* Ask about the three discount plans that make Beeline Radio a timebuyer's dream.

**Nielsen and SR&D*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Cliff-hanger approach to tv spots

Beverage advertiser Martini & Rossi in encouraging the public to consume more of its vermouth, is planning a method to get a commercial on the tip of the viewer's tongue. The strategy (at a cost of $150,000) entails four 20-second commercials, identical except for the endings (see pictures).

Agency is Reach, McClinton, New York (an earlier report of the new tv buy in BROADCASTING, Oct. 3, incorrectly identified the agency as Erwin Wasey, Ruthrauff & Ryan). Phil C. Kenney, RM's media director, purchased a schedule on three New York stations where it runs for 12 weeks through December at specific times on weekends. By working in the different endings, Martini & Rossi hopes to heighten interest.

Filming of the 20-second versions had a $9,000 production budget. It was done at MGM.

Sleight of hand ■ This is what happens in the four commercial endings plotted by Reach, McClinton for client Martini & Rossi vermouth. In the first ending (upper left), which will run the longest to build viewer familiarity, the hand catches the tumbler and then the bottle, despite the ship's roll. In the first variation (upper right), the hand misses the tumbler and just catches the bottle. The third ending (lower left), shows the hand missing the bottle after the glass is caught (and brought inside the crate). The fourth ending (lower right) shows the hand first missing the tumbler and then, on the next roll, missing the bottle, which goes out the porthole.

being prepared, with radio planned to cover key U.S. markets.

Buys 'White Paper' ■ Timex, through W.B. Doner, N.Y., has bought a series of six NBC-TV public affairs specials entitled *NBC White Paper*. The first of the series, "The U-2 Affair," will be telecast on Tue., Nov. 29 (10-11 p.m.). Irving Gitlin, executive producer, creative projects, NBC News and Public Affairs, will supervise the programs, which are produced by Albert Wasserman. Chet Huntley will narrate.

High-stepping ■ Ballerina Mfg. Co., Garfield, N.J., is allocating $250,000 for a national spot tv campaign on behalf of its new "Little Ballerina Dance Studio" (kit includes ballet dance practice bar, instruction book and long playing record of music and instruction). A total of $40,000 worth of spot tv time has been purchased for fall programming on four New York stations. Other markets have not been determined. Agency: The Wexton Co., N.Y.

Big Taft buy ■ Streitmann Biscuit Co., Cincinnati, has purchased programs and announcements on all Taft Broadcasting Co. tv stations. Included is quarter-sponsorship of *Play of the Week* and half-sponsorship of *Case of the Dangerous Robin* on WKRC-TV Cincinnati as well as announcements in *Ladies Home Theater* on that channel. Jane Lynn, hostess of the last-named show, has made a total of 23 film commercials for Streitmann which will be used in more than 35 markets in addition to those covered by Taft stations (WKRC-TV; WTVN-TV Columbus, Ohio; WBIR-TV Knoxville, Tenn.; WKYT (TV) Lexington, Ky.; WBRC-TV Birmingham, Ala.).

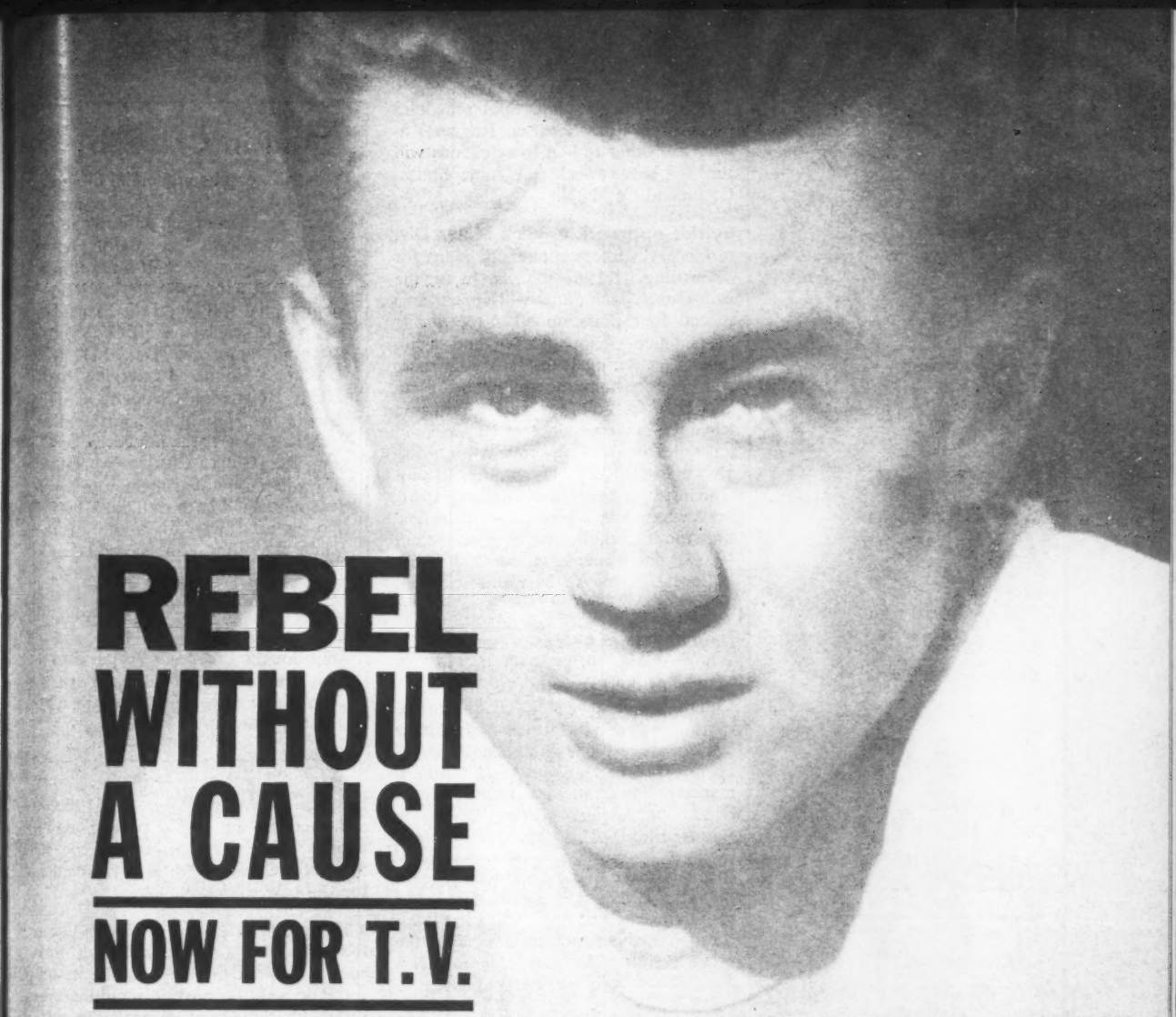
New 'Victory' version ■ Procter & Gamble Co., through Benton & Bowles Inc., N.Y., will sponsor the new 90-minute *Project 20* production of "Victory at Sea" on NBC-TV Dec. 29 (Thur. 9:30-11 p.m. NYT). The Richard Rodgers musical score from the series is being re-recorded with Robert Russell Bennett conducting.

Finns land ■ Finnfoods Inc., N.Y., sole U.S. and Canadian representatives for Finn Crisp bread product, has started its first radio campaign with three participations weekly on Dr. Carlton Fredericks' *Living Should Be Fun* show on WOR New York (Mon.-Wed.-Fri. 1:15-2 p.m.). Finn Crisp is an imported sour rye crisp bread manufactured by Huhtamaki Yhtyma Co., Helsinki, Finland. The product is made in three different types: thin with caraway seeds, medium with caraway seeds and wafer-size for canapes or as croutons. Agency: Man-Ellis Inc., N.Y.

Feasting on tv ■ Red L Foods Corp., Great Neck, N.Y., has ordered saturation tv spot schedules in 10 northeastern markets for its full line of prepared frozen seafood dinners. The markets are: New York, Boston, Hartford-New Haven, Providence, Albany, Portland, Buffalo, Rochester, Syracuse and Pittsburgh. The schedule is supplemented with spots on WCBS-TV New York whenever it carries special CBS-TV programs this season. Agency: Smith-Greenland Co., N.Y.

Gershwin special ■ General Electric Co., via BBDO, N.Y., will sponsor CBS-TV's *The Gershwin Years* a 90-minute special based on American life in the 20s and 30s against a background of George Gershwin's music, to be presented Jan. 8 (Sun. 8-9:30 p.m. EST). A Leland Hayward production, the show will originate in New York. It is to be adapted from the book of the same title co-authored by Edward Jablonski and Lawrence Stewart.

Ups tv budget ■ Roman Products Inc., South Hackensack, N.J., in its largest tv investment to date, has started a saturation campaign on WCBS-TV New York and WFIL-TV and WCAU-



REBEL WITHOUT A CAUSE

NOW FOR T.V.

ANOTHER OF THE GREAT WARNER BROTHERS "FILMS OF THE 50's" FROM SEVEN ARTS

SAA

SEVEN ARTS ASSOCIATED CORP.

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

POP!

We've got the moxie, make no mistake! And that's why soft drink advertising has increased a smashing 121% in three short years on WPAT. There's nothing like the sparkling effervescence of our programming for refreshing soft drink sales throughout 31 counties in New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and get thirsty in more than 5,000,000 radio homes. Ask the purveyors of America's leading potables. Ask *Canada Dry, Coca-Cola, Hoffman, Nehi, Pepsi-Cola, Seven-Up, White Rock* or anybody else who, in the last three years, has advertised on WPAT. Popularity moves products and you get popularity in the big, big bottle on WPAT . . . the station with the sound of success.

WPAT
&
WPAT-FM

TV, both Philadelphia. Spot schedules for Frozen Roman Pizza, Roman Ravioli and other Italian frozen foods will run for seven weeks. Agency: Smith-Greenland Co., N.Y.

Buick's approach ■ Buick Motor Div. of General Motors announced plans for advertising its 1961 models. In tv, the *Bob Hope Buick Show* will appear as a special four times on NBC-TV during the announcement quarter and again four times during 1961. For radio there will be a pre-announcement schedule in key markets, a four-week follow-up schedule in key markets, 10 weekend schedules on NBC Radio's *Monitor* in 195 markets, with an additional spot scheduled contemplated during 1961. Last week, when cars entered dealers' showrooms, there were more than 40,000 announcements on 337 radio stations. Agency: McCann-Erickson, N.Y.

New directions ■ General Foods Corp., White Plains, N.Y., will follow 15 months of market testing for its Instant Yuban premium coffee in California, Central Ohio and four northern New York markets with strong local advertising support in midwest and southern markets. Plans include multiple spot tv announcements. Agency: Benton & Bowles Inc., N.Y.

In five shows ■ The Simoniz Co., Chicago, has purchased five NBC-TV shows to be presented during 1960-61. Placed through Dancer-Fitzgerald-Sample, the order includes *Riverboat, Laramie, Outlaws, Dan Raven* and *The Westerner*.

■ Agency app'ntments

■ The Ronson Corp., Woodbridge, N.J., has appointed Papert, Koenig, Lois Inc., N.Y., as advertising agency for Ronson electric shavers and appliances, according to William Murphy, PKL media director. The agency, which takes over print advertising immediately, will handle all other media after Jan. 1. Ronson, the 12th advertiser to engage the 7-month-old agency, raises PKL's billing to over $3.5 million. The account, previously handled by Grey Adv., N.Y., will be supervised by Norman Grulick.

■ Real Kill Products Div., of Cook Chemical Co., Kansas City, appoints Del Wood Assoc., N.Y., as advertising agency for its insecticides. Media to be used in campaigns include newspapers, magazines, radio and television.

■ King County (Wash.) Chevrolet Dealers Assn., comprising 15 Chevy dealers in the greater Seattle area, appoints Eisaman, Johns & Laws, L.A., to handle its advertising and public relations. Annual billings of $125,000 are expected in radio, tv and newspapers. EJ&L has represented the 94 Southern California Chevrolet dealers for the past six years.

■ Eldon-Ungar Toys, division of Eldon Industries, L.A., appoints Guild, Bascom & Bonfigli, S.F., to handle its advertising. The company manufactures Eldon Toys, made of unbreakable polyethylene plastic, and the electrically operated Ungar Toys.

■ General Electric appoints Gardner Adv., St. Louis, to handle advertising of its tubes and other electronic components effective Dec. 1. The account presently is handled by Maxon Inc., N.Y.

■ American Brewery Inc., Baltimore, appoints Newhoff-Blumberg, that city. The agency is reportedly planning an extensive campaign in the brewery's marketing area of Maryland, District of Columbia, Pennsylvania, Delaware, West Virginia, Virginia and North Carolina.

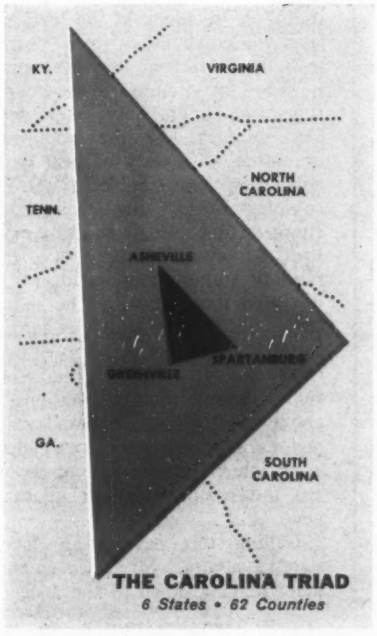
■ Minneapolis-Honeywell's international division, Minneapolis, appoints BBDO as its agency effective Jan. 1, 1961. The account, formerly handled by Gotham-Vladimir, Chicago, will be serviced by BBDO's office in Minneapolis and St. Paul. BBDO has served three other Honeywell divisions in the past: electronic data processing, meter division and technical personnel recruiting.

And in Chicago?

A 90-second commercial filmed in color cost the U.S. Brewers Assn. a reported $25,000. That's about two-thirds the cost of producing an average half-hour film episode of a program series. The commercial will be on the Donald O'Connor special on NBC-TV at 10 p.m. tomorrow (Oct. 11). It features a simulated interview by Hugh Downs of Claudette Colbert in her New York apartment.

Miss Colbert was filmed in Los Angeles (Culver City) at MGM-TV where the apartment interior was re-created in the studio. Hugh Downs was filmed in New York. The two film sequences were optically integrated through MGM's matting process. The show was taped in Los Angeles, Mr. Downs then being there and introducing the commercial film that "takes place" in New York. J. Walter Thompson is the agency for the brewers.

WLOS-TV has the Carolina Triad in its power!



*WLOS-TV IS **FIRST** FROM 9 A.M. TO MIDNIGHT!*

All day, all night, **all week**... WLOS-TV is first in the rich, six-State Carolina Triad! The March ARB shows an average 34,000 homes are watching WLOS-TV every quarter-hour, 108.6% more homes than station "c", 21.4% more than station "b". Obtain the details of WLOS-TV's dominance in the Carolina Triad from your PGW Colonel.

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IT'S TIME FOR MORE EDITORIALS

Ford tells news directors that FCC should help set standards

It's time the FCC set up "guidelines" for broadcast editorializing, the agency's chairman told the Radio-Tv News Directors Assn., meeting in Montreal, Canada, last week.

Chairman Frederick W. Ford was unable to attend the RTNDA meeting because of illness, but his remarks were delivered by James Sheridan, his special assistant.

Mr. Ford suggested that the FCC should call upon broadcasters who are experienced in on-the-air editorializing to tell the FCC the practices and policies they follow so the agency can set up general guidelines to enable the broadcaster to know what is expected of him.

The FCC chairman thought the commission should do something affirmative to encourage broadcasters to meet more fully their obligations to the public by taking a leadership position in the communities and expressing their editorial opinions.

The annual RTNDA meeting, held Oct. 5-8, was attended by more than 250 newsmen and executives from the U.S. and Canada. The sessions were highlighted by practical workshop groups and panel discussions on such topics as technical innovations, progress in technique, legal problems and program content and quality.

Need Grows ■ FCC Chairman Ford's talk drew special attention to the fact that the potential for broadcast editorials is increasing because of the decline in the number of competing daily newspapers in many cities. "I see no reason why broadcast editorials should not fill this gap," he said.

More important than this, in Mr. Ford's opinion, is the fact that the broadcaster who constantly studies the issues confronting his community "will almost have to" carry out "assiduous planning and consultation" with both the public and community leaders to discover and fulfill the tastes, needs and desires of his service area.

Mr. Ford outlined a few practices followed by individual broadcasters. Some, he said, label an editorial as such, before and after presenting it, so the public can distinguish between straight news and opinion.

Others, he said, send copies of controversial editorials to those known to hold opposing points of view and offer free air time for answering it. Some stations keep all their editorials on file and make them available to the public, which gives the broadcaster a record on which to cite his public service and also gives opponents opportunity to review and challenge the editorials, Mr. Ford said.

Cautious Position ■ Many broadcasters avoid editorializing on subjects involving their own personal or financial interests and, though this may not be required, it shows that care is needed to assure that the station is used in the public rather than private interest, Mr. Ford said.

Mr. Ford outlined the history of broadcast editorializing before and after the "Mayflower case" in which the FCC found on June 1, 1949, that on-the-air editorializing is not contrary to the public interest. He noted the FCC found on July 29, 1959, that the station has an "affirmative duty to aid and encourage the broadcast of opposing views by responsible persons."

Television is doing a "uniquely superb job" on two counts, Frank Shea, assistant to the publisher of *Time* magazine, declared at a Thursday panel on broadcast news. He cited tv's service as a "communicative eyewitness to history and in documentary recapitulation of meaningful events." Mr. Shea said he wishes there were more of them.

No Media War ■ "Still I don't see it as a war between media—except maybe professionally at press conferences, and that battle of pencil versus mike seems to be on the wane," Mr. Shea noted. "No, not a war between us, I hope. But a sort of peaceful coexistence and a useful one."

Mr. Shea pointed to the televised debates between the presidential candidates as an example of "the significant role of television not only in exciting new techniques of journalistic coverage but in the very practice of politicking itself." It is chiefly at the local station level where Mr. Shea feels "distressed" with the "thinness" of newscasting.

"The five-minute on-the-hour capsules (which probably come down to 3½ minutes less the commercials) are often a travesty of real news reporting in these troubled times, in this complex world," the *Time* executive charged. In quoting a recent Associated Press survey in which 65% of the AP radio-tv stations responded, Mr. Shea disclosed that "28% of the radio and 29% of the tv stations across the country carry not a single 15-minute newscast." In addition, he said, the study showed that the stations "gave about equal play to national vs. local-regional news—but there was apparently no interest on the part of the survey (or the respondents) in international news."

Calling this neglect an "alarming state of affairs," Mr. Shea emphasized that "playing down to the taste of the

Some new shows getting good ratings

The pace of premieres of new network television programs for the 1960-61 season picked up last week, and with it the average ratings of new shows appeared to quicken, too. The following table shows the American Research Bureau Arbitron national ratings of new series starting during the period Sept. 29 through Oct. 4, along with the ratings for their opposition programs during the same nights. New programs, including some that had started before last week, are shown in bold face.

Time	ABC	CBS	NBC
Thur. Sept. 29			
7:30-8	**Guestward Ho 15.4**	Witness 7.8	**Outlaws 15.4**
8-8:30	Donna Reed 19.6	Witness 11.2	**Outlaws 21.5**
9-9:30	**My Three Sons 23.7**	Zane Grey 12.0	Bachelor Father 16.9
Fri. Sept. 30			
8:30-9	**Flintstones 15.6**	Show of Month 15.4	**Westerner 13.5**
10-10:30	Detectives 18.6	Twilight Zone 17.8	**Michael Shayne 11.2**
10:30-11	Black Saddle 12.5	**Eyewitness to History 10.6**	**Shayne 19.6**
Sun. Oct. 2			
10-10:30	**Islanders 13.1**	**Candid Camera 19.8**	Loretta Young 22.6
10:30-11	**Winchell 7.1**	What's My Line 24.0	This Is Your Life 11.9
Mon. Oct. 3			
8:30-9	**Surfside Six 15.9**	Henry Cabot Lodge 12.3	Bob Hope 33.7
9-9:30	**Surfside Six 19.1**	Danny Thomas 14.2	**Bob Hope 31.9**
9:30-10	Adv. in Paradise 21.3	**Andy Griffith 26.6**	**Dante 13.5**
Tue. Oct. 4			
9-9:30	**Stagecoach West 16.9**	**Tom Ewell 19.1**	**Thriller 22.7**
9:30-10	**Stagecoach West 17.7**	Red Skelton 28.3	**Thriller 22.4**

Seven stations win radio-tv news awards

Annual awards of the Radio-Television News Directors Assn. were presented in Montreal last Saturday. The winners:

Television ■ Editorializing—WOOD-TV Grand Rapids, Mich. On-the-spot news reporting—KRON-TV San Francisco. Reporting community problems — (sharing first place) WTCN-TV and WCCO-TV Minneapolis.

Radio ■ Editorializing—KGBC Galveston, Tex. On-the-spot news reporting—KRLD Dallas. Reporting community problems—WDAF Kansas City.

A special citation for excellence in reporting went to Del Blumenshine of WOOD Grand Rapids, Mich., for his story on skid row problems. He lived with the vagrants for six days to get the inside facts.

Award luncheon was addressed by Walter Cronkite, CBS News. This was RTNDA's 13th year of award presentations. Record number of 302 entries was received.

KRON-TV received its award for coverage of city hall riots when the House Un-American Activities Committee met there. KRLD won for its exclusive interview with Mrs. Robert Vernon Spears, whose husband was a key figure in the suspected bombing of a plane in flight.

Tv awards were made by RTNDA in cooperation with the Medill School of Journalism, Northwestern U., Evanston, Ill.; radio, Depts. of Journalism and Radio-Tv, Indiana U., Bloomington, Ind.

lowest common denominator of the population, of the mass—this is the way to national darkness, perhaps to extinction."

On the same panel, Marie Torre, radio-tv columnist of the *New York Herald-Tribune,* who served 10 days in jail for refusing to reveal a news source, chided the television networks for not opening the door to independent producers of public affairs programs. She called for more showmanship in public affairs shows if they are going to compete with entertainment programs.

Network Responsibility ■ The panel moderator, Ted Koop, CBS News, Washington, upheld the television networks' right and responsibility to produce their own public affairs programs. He also called for increased news and public affairs programming and for more trained radio-tv newsmen.

Radio newsmen should use imagination, ingenuity and integrity in covering community news, Jim Bormann, WCCO Minneapolis, said in a radio workshop panel session Thursday. Mr. Bormann called for more showmanship in presenting news so as not to bore the audience, but he warned about maintaining professional standards. He stated that "a high degree of courage is needed for honest and complete local news coverage."

Other radio panel members were Dick Petrik, KOEL Oelwein, Iowa, and Bill Hutton, CFRB Toronto. Panel moderator was Dick Cheverton, WOOD-AM-TV Grand Rapids.

Dropping regular hourly newscasts and replacing these with one-minute news capsules throughout the day as the news breaks, was described at a Thursday afternoon panel by Bert Cannings, CFCF Montreal. This "news in motion" method gives a fluid presentation and showmanship in the case of developing stories, Mr. Cannings explained.

How a non-network station in a major market can handle and pay for world news on a daily basis was explained by Bill Sheehan, WJR Detroit. He told how a local public utility sponsorship pays for the station's staff to accompany President Eisenhower on foreign trips and to cover other important events, with taped reports being sent by commercial circuits from all parts of world. News on such programs is sold at premium rates. He emphasized WJR's success in direct coverage of big news events even though the expense at first glance may seem high.

Recruiting Staff ■ Recruiting news personnel from colleges and high schools was discussed by Dick Yoakam, Indiana U., and Bob Gamble, WFBM Indianapolis. Obtaining a summer replacement staff and the training of future radio-tv news personnel in this way were urgently recommended if stations want to be sure of news personnel in future years. Both speakers pointed to the need of stations to aid teachers in training for radio-television journalism as opposed to print media.

Closer cooperation between the medical and hospital worlds and news media was urged by Dr. Leonard Larson, president-elect of the American Medical Assn., and Frank Groner, president of the American Hospital Assn., while Larry Payne, WPON Pontiac, Mich., described the code developed by radio-tv stations and local newspapers in cooperation with medical and hospital organizations.

Spencer Allen, KMOX-TV St. Louis, not able to be personally present for his Friday panel, demonstrated via 16mm soundfilm how his news department has utilized the recently authorized Class D citizens band service for two-way radio communication and dispatching of cameramen and reporters.

Mr. Allen pointed out that the normal commercial means of two-way radio units between base station and automobile are relatively expensive, ranging from $600 to $1,000 and up per unit. Not only is the purchase or the rental of such equipment out of reach for many radio and tv newsroom budgets, but vhf channels for such service are almost unobtainable these days, he said. While channels are available in the uhf range, equipment for these frequencies is even more expensive than the vhf units.

Low Cost Unit ■ The KMOX-TV newsman displayed the small Class D citizens band units which range in price from $39 in kit form to $180. They may be operated either from a fixed location—such as the news desk—or in an automobile, boat or airplane. While their legal power input is only 5 w, Mr. Allen claimed their useful range from newsroom to car is about 12 miles, depending on terrain and other local conditions.

"Ninety-five percent of our newsfilm coverage occurs within this 12 mile radius of our studios," he explained. "We can dispatch newsreel cameramen from the scene of one story to another by means of our two-way radio—saving much valuable time."

At another Friday panel, Roy Neal, NBC News, Hollywood, reported on the video tape editing techniques employed during the political conventions, describing how a stop-watch-and-foot-count-by-seconds record of the major speeches made it possible to locate a single paragraph or even a single sentence on a tape in a matter of minutes rather than hours. Using this method they could put together a one-hour show in about 45 minutes, he said.

Another facet of Mr. Neal's report to the convention dealt with magnetic striping for adding sound on film. He demonstrated the process of recording the sound on magnetic tape and adding that to the film and cited the advantages over the visual sound-recording method which led NBC to adopt it two years ago.

RTNDA Progress ■ Retiring RTNDA President William Small, WHAS-AM-TV Louisville, Ky., at the opening business session Thursday morning urged re-examination of the associa-

tion's philosophy to determine if it might be wise to change from an organization of news directors to one encompassing all newsmen with equal membership rights. He suggested the institution of news clinics in every state and across Canada which would be open to non-members, the formation of an executive council of past presidents to advise as elder statesmen and the encouragement of organization-sponsored booklets in the field of broadcast news.

Mr. Small also felt that future presidents should remind national political parties that local television and radio stations should be in on the planning stages of the national conventions. In his report he also dealt with career recruiting, expansion of the wire policy committee to include other news services besides AP and UPI, and asked for action on a proposed half-hour documentary film about career opportunities in broadcast journalism.

Excutive Secretary Robert Downey, WMSB (TV) Lansing, Mich., reported 132 new members for total of 673, with 87 members dropping out during the year. Canadian membership increased by 26. Bill Williams, WSM Nashville, chairman of the membership committee, strongly urged an advertising campaign to help increase membership. He backed establishment of a speaker's bureau to make personal contacts with news directors at stations throughout the U.S. and Canada.

Publication of a guide to news seminars and an inter-station newsletter were recommended by Mitchell Krauss, Metropolitan Broadcasting Corp., New York, chairman of the inter-station cooperation committee. He also suggested close cooperation with journalism schools for active radio-television meetings and more shirt-sleeve sessions at national conventions.

"So You're Going to Shoot Newsfilm" is the title of a 56-page booklet produced under the chairmanship of Leo Willette, WLOS-TV Asheville, N.C., of the techniques committee. The booklet is designed to acquaint stringers as well as television station personnel with concepts and techniques for producing better newsfilm.

New sound service

Formed by three New York sound technicians, Audio Techniques Inc., a new comprehensive film and tape sound recording service has opened offices and studios at 247 W. 46th St., New York. Telephone: Judson 6-2619. Principals in ATI are: John H. Beaumont, former eastern branch manager of United Stereo Tapes Div. of Ampex Audio Inc.; Lawrence J. Kreeger, former supervising film editor of Transfilm-Caravel Inc., and Howard M. Lawrence, previously productions supervisor for Robert Lawrence Productions and vice president of its industrial division, Loucks and Norling.

Mr. K meets Mr. S for 'Open End' summit

Soviet Premier Nikita Khrushchev was scheduled to appear last night (Oct. 9) in a live, unrehearsed interview on David Susskind's *Open End* program over WNTA-TV Newark-New York, starting at 9 p.m.

Mr. Susskind announced last week that he had started negotiations for the interview when it was first learned that the premier would attend this session of the United Nations General Assembly. Final confirmation came last Wednesday (Oct. 5). It was the only interview program on which Mr. K had consented to appear.

Appearing on the program were to be Mr. Khrushchev, his interpreter and Mr. Susskind. It was revealed that the Soviet Premier had wanted questions to be submitted in advance and Mr. Susskind had wanted a panel of Soviet

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Nick Kenny, New York Mirror

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Sid Bakal, New York Herald Tribune

"...taut, suspenseful...the 30 minutes clicked away as absorbingly as any of the better actioners...a gain for local programming..." *Horo, Variety*

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experts to assist him in questioning Mr. Khrushchev. Mr. Susskind noted that a compromise had been worked out, pointing out that "I gave way on the panel; they gave way on rehearsal." The program also is being carried on radio via WNTA.

Trust fund payments lower than in 1959

Payments made to musicians during the first half of 1960 by Recording Industries Music Performance Trust Funds totaled $1,971,000 compared to $5,732,000 for the full year 1959, according to a report by Samuel R. Rosenbaum, trustee.

The report showed 131,700 musicians participated in the six-month payments for the first half of 1960 compared to 408,600 in the 12 months of 1959. Payments in the year 1958 had totaled $5,184,000.

The sum of $5.7 million was allocated for expenditure in the fiscal year begun July 1, 1960. Allocations from all funds for expenditure for services of musicians are: Fiscal year ending June 30, 1961, $6,100,000 (estimated); fiscal year ended June 30, 1960, $5,650,000 (some contributions withheld owing to California litigation); fiscal year ended June 30, 1959, $6,325,000. A total of $40,075,000 has been allocated from the funds since 1950 for services of musicians.

Republic Studios plans busy year

Republic Studios last week completed exterior wall construction of a new sound stage with 200,000 cubic feet interior capacity. It's the 22nd stage on the lot and will be needed for the busiest production season in years, Daniel J. Bloomberg, vice president and studio manager, announced. Completion of the studio is set for the end of October, he said, to coincide with the scheduled start of *The Racer*, a new 26-episode tv series starring Brian Kelly and John Ashley which Albert J. Cohn will produce for ABC Films.

Other independent producers using Republic facilities include Four Star Television, with 11 shows in progress; Bonniker Productions, shooting the pilot of *The Drumbeater* for CBS-TV; American International's feature film "Master of the World," and Mark VII, Golden and MHC Productions all preparing theatrical pictures and MPO-TV and Mark VII filming tv commercials on a year-round basis.

Republic had net earnings of $1,104,294, or 52 cents a share, for the 39 weeks ended July 30, compared to $475,678, or 18.5 cents, for the like

OCCASIONS

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

Oct. 10-14, 17-19 (6-6:30 a.m.) **Continental Classroom** (modern chemistry), sust.

Oct. 10-14, 17-19 (6:30-7 a.m.) **Continental Classroom** (contemporary math), sust.

Oct. 10-14, 17-19 (10:30-11 a.m.) **Play Your Hunch**, part.

Oct. 10-14, 17-19 (11-11:30 a.m.) **The Price Is Right**, part.

Oct. 10-14, 17-19 (12:30-1 p.m.) **It Could Be You**, part.

Oct. 10-14, 17-19 (2-2:30 p.m.) **The Jan Murray Show**, part.

Oct. 10-13, 17-19 (11:15 p.m.-1 a.m.) **The Jack Paar Show**, part.

Oct. 11 (10-11 p.m.) **The Donald O'Connor Show**, Brewers' Foundation through J. Walter Thompson.

Oct. 12, 19 (8:30-9 p.m.) **The Price Is Right**, Lever through Ogilvy, Benson & Mather and Speidel through Norman, Craig & Kummel.

Oct. 12, 19 (9-10 p.m.) **Perry Como's Kraft Music Hall**, Kraft through J. Walter Thompson.

Oct. 13 (9:30-10 p.m.) **The Ford Show**, Ford through J. Walter Thompson.

Oct. 14 (9-10 p.m.) **The Bell Telephone Hour**, AT&T through Edward H. Weiss.

Oct. 15 (10-10:30 a.m.) **The Shari Lewis Show**, Nabisco through Kenyon & Eckhardt.

Oct. 15 (10:30-11 a.m.) **King Leonardo and His Short Subjects**, Gen. Mills through Dancer-Fitzgerald-Sample.

Oct. 15 (7:30-8:30 p.m.) **Bonanza**, RCA through J. Walter Thompson.

Oct. 16 (6-6:30 p.m.) **Meet the Press**, sust.

Oct. 16 (7-8 p.m.) **The Shirley Temple Show**, RCA through J. Walter Thompson and Beechnut through Young & Rubicam.

Oct. 16 (9-10 p.m.) **The Chevy Show**, Chevrolet through Campbell-Ewald.

period of fiscal 1959, Victor M. Carter, president and chairman, announced. Gross income for the period was $19,946,558 against $18,638,445 a year ago. Earnings would have been even better had it not been for the actors' and writers' strikes earlier in the year, Mr. Carter said, reporting that all of the company's properties are now operating in the black.

Hollywood Television Service Inc., Republic tv syndication subsidiary, will receive about 90% of gross instead of the former 60% by distributing directly its 123 Roy Rogers and Gene Autry pre-'48 films; many of them never offered to tv before, under a new agreement with MCA-TV, Mr. Carter revealed.

NBC says it's victim of 'planned hoax'

NBC said last week that it and the Ralph Edwards production organization had been taken in by a "carefully planned hoax" regarding a *This Is Your Life* episode last May 4. The "hoax" came to light Wednesday (Oct. 5) after newspapers had printed stories of a $500,000 suit brought by the husband of the episode's subject, Mrs. Betty Hahn.

As NBC related the story Thursday, Mrs. Hahn had approached the Edwards organization posing as "Elizabeth Short," a social worker. She suggested a program on an actress, Pauline Hahn (her own daughter) and her struggle in furthering a theatrical career. The producers, intrigued by the role the actress' mother played in the story related by "Elizabeth Short," suggested the program be about the mother instead. Miss Short—or Mrs. Hahn—then "maintained a dual personality" in the dealings with the Edwards organization during production of the program.

Abraham Hahn, Mrs. Hahn's husband, filed suit last July, charging that he had not been living with his wife for several years, although he was represented on the *This Is Your Life* program as being happily married to her. Although instituted in July, the suit was not filed until last week, when the newspapers picked it up.

After the press reports Mrs. Hahn was interviewed by James A. Stabile, NBC vice president of standards and practices, and during that interview admitted the "hoax," it was reported.

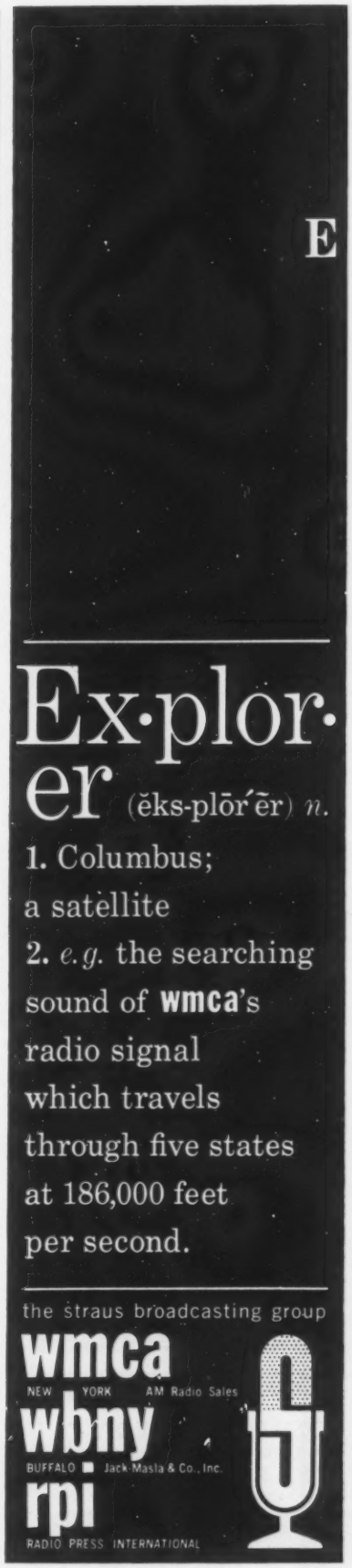
'MACBETH' FUNDS
New financing method used in its production

A new approach to television programming financing, with the hope of recouping the investment through foreign and perhaps also domestic theatrical distribution, has been developed in the production of "Macbeth," to be sponsored by Hallmark Cards on NBC-TV on Nov. 20 (Sun., 6-8 p.m. EST). The film stars Maurice Evans and Judith Anderson.

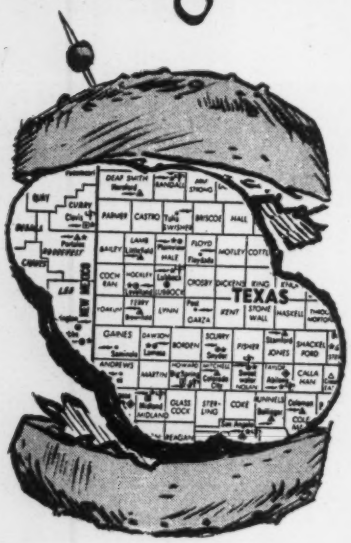
George Schaefer, producer-director and also associated with Mr. Evans in Compass Productions, which produces Hallmark's television shows, explained the concept last week upon his return to New York from England, where he had just completed the filming. He said it worked this way:

The cost of filming "Macbeth" for both television and theatrical showings was estimated in advance at about $750,000. Hallmark put up approximately half of this amount. The rest represented the services of Messrs. Schaefer and Evans and Miss Anderson, working on deferred payments, plus a loan from a British bank. British Lion will distribute the film theatrically throughout the world, except in the U.S. and Canada.

Theatrical distribution in the U.S. and Canada has not been set, and apparently is more of an eventual possibility than an early probability. "We hope there will be repeat life in the film on television," Mr. Schaefer said, noting that Hallmark's wishes regard-



a la Dagwood...



RECIPE: Take 4 top stations, sandwich into one BIG market, serve with extra helping of simultaneous merchandising and promotion effort. It's economical as a one purchase, one film, one billing dish . . . served in any combination to fit any appetite.

west texas
television
network

KDUB-TV LUBBOCK, TEXAS
KEDY-TV BIG SPRING, TEXAS
KPAR-TV ABILENE - SWEETWATER
KVER-TV CLOVIS, NEW MEXICO

NATIONAL REPRESENTATIVE
THE BRANHAM COMPANY

W. D. "Dub" Rogers, President and Gen. Mgr

ing tv repeats will obviously figure in the decision to release or not to release it to theatres in this country. He also noted that theatres are hesitant to schedule films too soon after they have had national exposure via television, but said he hoped that "people may remember the show and in time build up a desire to see it again."

In any event, he expressed hope that theatrical showings abroad and/or in this country would return the initial $750,000 outlay—"and more, if we're lucky"—over a period of perhaps five years.

He said the running time of the film —105 minutes—was just right for both a two-hour television show and theatre showings. The only thing that need be added for theatrical release, he said, is the customary movie credits.

Mr. Schaefer, who with Hallmark officials received a large share of the credit for originating and developing the idea, noted that he had wanted to try it before but that some of the arrangements had not come off. If it works with "Macbeth," he obviously will want to try it again. And presumably Hallmark will, too.

Program notes

New tv series ■ A tv series based on the history of the Civil Air Patrol is first of a series of men in uniform projects planned by Jack M. Warner Productions. Others will be a series, *The Blue Team,* based on the U.S. Signal Corps (in which Mr. Warner holds the rank of lieutenant colonel), a one-hour special, *Dragoons,* the story of the U.S. Cavalry, and a feature motion picture, "In My Uniform of Blue," written by John Q. Copeland.

Program servicer ■ C.F. Productions Inc., N.Y., a newly-formed company created to syndicate and service Dr. Carlton Fredericks' *Living Should Be Fun* radio show, has appointed Dave Nathan as president. Mr. Nathan will also continue his present position of director of radio and tv at Curtis Adv. Co., New York. Mr. Fredericks' show is produced by WOR New York.

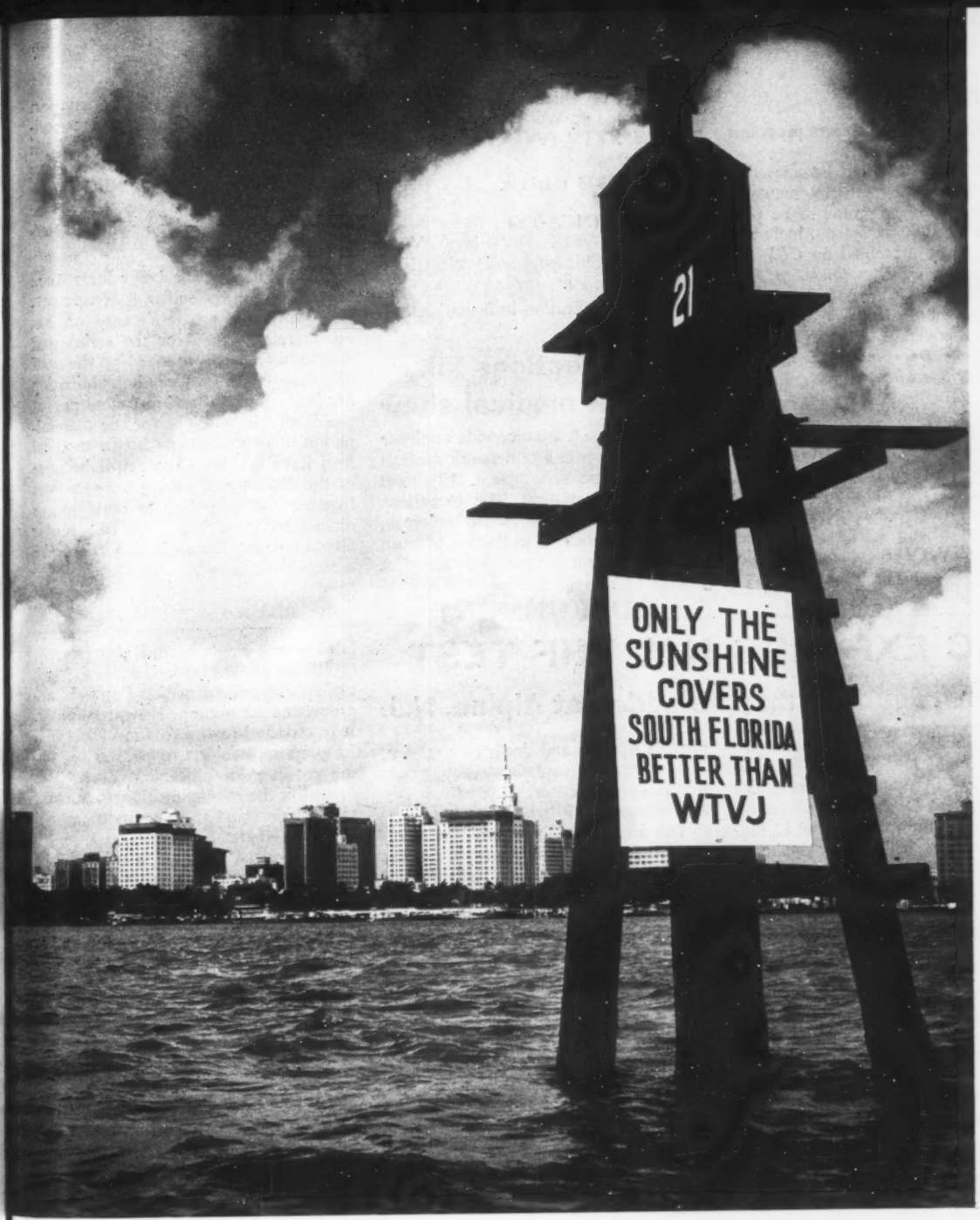
Radio version ■ Westinghouse Broadcasting Corp. has converted its *American Civil War* television series into a 13-week radio series, which will debut next month over the six WBC radio stations and also will be made available to all U.S. outlets through syndication in November. Syndicated by Trans-Lux Tv Corp., N.Y., the Civil War Centennial television project is currently seen in 85 markets.

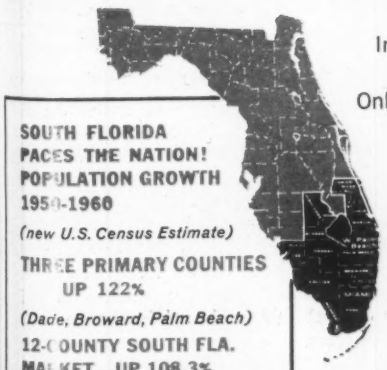
Not for sale ■ Universal Pictures Inc. has "no present intention of disposing of its 325 post-'48 pictures to television," Milton R. Rackmil, president of Universal and Decca Records Inc., said last Monday (Oct. 3) before the New York Society of Security Analysts. Pointing out that it is difficult to determine the value of this library, Mr. Rackmil stated that all of these pictures with the exception of those released in the past year are on the company's books for $1.

Well born ■ A half-hour documentary on childbirth by Caesarean section was produced by WBNS-TV Columbus, Ohio, and shown in prime time. According to the station, the influx of congratulatory calls was so great the station was forced to resort to an official "thank you" on its 11 p.m. newscast that evening. According to Television Research, an independent research organization, the program drew 75.4% of the sets in use against network competition. American Research Bureau supported the findings through a coincidental telephone survey which reported a 70% share of listeners. The program was filmed at Mt. Carmel Hospital under the auspices of the Columbus Academy of Medicine and was sponsored by Central Hospital Service (Blue Cross) and Ohio Medical Indemnity (Blue Shield).

ASCAP suit ■ Pickwick Music Corp. and M. Witmark & Sons, both N.Y., members of the American Society of Composers, Authors & Publishers, have filed suit for copyright infringement against KHAT Phoenix. Plaintiffs are asking U.S. District Court for the District of Arizona to restrain the defendant from future public performances of the songs "May the Good Lord Bless and Keep You" (Pickwick) and "The Hanging Tree" (M. Witmark), and to award minimum damages of $250 for each unauthorized performance, together with court costs and attorneys' fees.

On musical's tour ■ V. La Rosa & Sons Inc., Brooklyn, N.Y., has purchased radio and tv spots in markets being visited this season by the road company of the hit Broadway musical "Fiorello," as well as in metropolitan New York where the play is in its 40th week. V. La Rosa's major advertising and marketing program features Tom Bosley, star of "Fiorello," in a special "Fiorello Award Winning Recipes" promotion of the advertiser's spaghetti, macaroni and egg noodles. The saturation radio spot campaign includes 80 to 200 minutes weekly for 13 weeks. A lesser schedule of tv spots will be in conjunction with children's shows and personality shows, also for 13 weeks. The tie-in tour markets are in New England, Middle Atlantic States, District of Columbia, Florida, several midwest states and Wisconsin. Agency: Hicks & Greist, N.Y.





SOUTH FLORIDA PACES THE NATION! POPULATION GROWTH 1950-1960

(new U.S. Census Estimate)

THREE PRIMARY COUNTIES UP 122%

(Dade, Broward, Palm Beach)

12-COUNTY SOUTH FLA. MARKET—UP 108.3%

Total Population 1,699,149

In South Florida, the nation's fastest-growing area market, WTVJ—among all media—delivers the largest daily circulation! Only WTVJ will give your schedule complete coverage of this dynamic growth area. Obtain the facts of WTVJ's exclusive, total coverage of South Florida from your PGW Colonel.

WTVJ

CBS

SOUTH FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

Film sales

CBS News and Public Affairs programs (CBS Films)

Sold to The Australian Broadcasting Commission, for its national network: major portion of programs to be produced during 1960-61 season, including programs to be presented on *CBS Reports, Tomorrow, Eyewitness to History, Twentieth Century* and specials. The commission also has purchased CBS Films' coverage of the Olympics, *Twilight Zone, December Bride* and *The Robert Herridge Theatre.*

Lock Up (Ziv-UA)

Sold to American Tobacco for WNBC-TV New York, and to the following stations: KCBD-TV Lubbock, Tex.; KGBT-TV Harlingen, Tex.; WNBF-TV Binghamton, N.Y.; WJRT (TV) Flint, Mich.; KSTP-TV Minneapolis; WSTV-TV Steubenville, Ohio; WKTV (TV) Utica, N.Y.; KTBS-TV Shreveport, La.; WGAL-TV Lancaster, Pa., and KZTV (TV) Corpus Christi, Tex.

Now in **195** markets.

"M Squad" (MCA-TV)

Sold to WPIX (TV) New York; WGN-TV Chicago, and WBRE-TV Wilkes-Barre, Pa.

Now in syndication in **3** markets.

AMA objections kill network medical show

Plans to reach a nationwide audience of physicians with a tv network medical series (BROADCASTING, Sept. 19) have failed to materialize. The American Medical Assn., it was learned last week, objected in principle to the use of open circuit television for programs aimed at a medical audience. The lack of support by organized medicine forced cancellation of the planned *This Week in Medicine* series, which was to have started a 26-week run over NBC-TV on Oct. 30. Stations had been cleared for a quarter-hour period on Sunday afternoons.

CIBA Pharmaceutical Products Inc., Summit, N.J., via Sudler & Hennessey, New York, the program's sponsor, has no alternative plan for the series that was to have been produced by the staff of the CIBA-sponsored publication *Medical News.* Previous attempts at closed-circuit hook-ups for the dissemination of new advances in the medical field have not been successful because of the difficulty in getting busy doctors together for screenings in hotel rooms or auditoriums. The cost of regular closed-circuit telecasts is also said to be a prohibitive factor.

GOVERNMENT

FCC EXPANDS N.Y. UHF TEST

Higher frequency may be added at Alpine, N.J.

Plans to make use of a second uhf channel—in a higher band—in the New York City uhf test were made public last week by the FCC.

The second transmitter in the $2 million experiment which may make or break uhf's future probably will be located in Alpine, N.J., on the tower formerly used by the late Dr. Edwin H. Armstrong for his fm experiments, the FCC indicated. The commission said that discussions with Columbia U., which now owns the property, indicate that the presently idle tower can be made available.

If arrangements are worked out, it was said, the second uhf service will be in the 800 mc band.

The commission's announcement last week stated that the ch. 31 test would be from the Empire State Bldg. if a suitable antenna installation can be designed. There is no way to mount a uhf transmitting antenna on top of the existing vhf radiators, it was learned. Ch. 31 cover 572-578 mc.

Models of different coverage configurations must be tested, the commission pointed out, to determine not only coverage patterns but also possible interference to vhf antennas already on the building.

Directional Antenna ■ One of the proposed antenna designs, the FCC said, provides a "reasonable" approach to omni-directional coverage. Other proposals envisage using a directional array, it added, including one which would have two directional antennas operating simulatneously. This would provide uptown and downtown service, the commission said, but would result in "scalloped" coverage to areas east and west of the Empire State Bldg.

The FCC announcement also indicated that a study has been made of the possibility of using an improved uhf tuner for reception. This would provide a 3 db improvement in noise limitation, it was said. The consensus was that this would not be necessary since this improvement would be noticeable in only a few locations and can be simulated with a single channel amplifier.

The target date for the New York uhf experiment, for which Congress appropriated $2 million, is next summer. It is expected to run to June 30, 1962. Its purpose is to test, once and for all, the coverage of uhf. New York, it is agreed, is the most difficult area for uhf transmission and if it works there it'll work anywhere.

The project, most of which will be contracted out, is under the direction of Edward W. Allen, FCC chief engineer. Mr. Allen has established a special unit to handle this work. It is headed by Arnold Skrivseth, assistant chief of the FCC's technical research division.

It's all over for Oversight

Rep. Oren Harris (D-Ark.) last week wrote what is likely to be the epitaph of his House Legislative Oversight Subcommittee.

REP. HARRIS

The Arkansan said in a televised interview Oct. 2 that he feels the oversight unit's purposes and objectives have been "fairly well accomplished" and he doesn't think the 3½-year-old subcommittee should be continued next year.

The interview, ironically, took place on WPST-TV Miami, whose 1957 vhf grant by the FCC provided the basis for rocketing the oversight unit to sudden national prominence in early 1958 and brought the resignation of Richard A. Mack from the FCC.

Rep. Harris, who also is chairman of the parent House Commerce Committee and the Communications & Power Subcommittee, said oversight has concluded its hearings unless something unforeseen comes up before next January; that the staff will file reports Jan. 3. And that while the 87th Congress will determine the future of the oversight unit, he wants it known before the election that he thinks it should be discontinued. The parent committee can assume oversight responsibilities, he said. He said most of the legislation recommended by the subcommittee has been enacted, though additional bills (network regulation, for example) will be heard in the next Congress.

Taking the 5:39 home to Westchester doesn't mean a sales-minded mind has to stop thinking business. Case in point: an HR&P man, traveling home last year, pondered a network TV show he'd seen the evening before. He had an idea for what seemed a better way to handle the commercial.

Next day he doodled some rough sketches, wrote some even rougher copy, and then visited the sponsor's big New York agency to see if the people there agreed with him.

Indeed they did. So much so that his new approach was used on the network in '59 – and on the network *plus* a spot TV schedule this Fall. Which shows that fresh (and rewarding) ideas can happen anywhere and any time if there's a creative mind on the premises.

RESOURCEFULNESS LIKE THIS has a way of translating itself into *two* kinds of results in our shop: (1) more spot TV business generally; and (2) more spot TV business specifically for HR&P-represented stations.

Doesn't happen every day – but it isn't unusual, either. That's because the HR&P sales staff is big enough, and the list of major stations small enough, to give our men time and elbow-room wherein to work creatively. These same resourceful qualities also make them competent in handling daily sales and services for their stations. In short, representing only *one* medium, we can afford to be (and are) *doubly* creative.

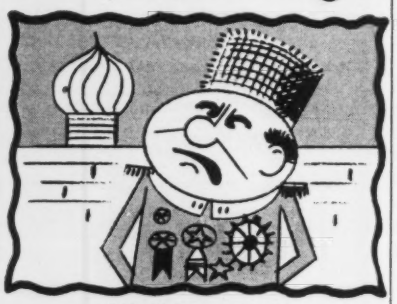
good ideas can happen anywhere

Jack Clark
New York office

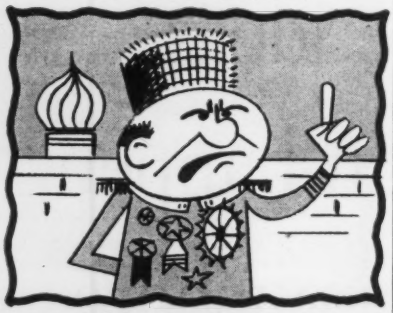
HARRINGTON, RIGHTER & PARSONS, INC.

NEW YORK · CHICAGO · DETROIT · ATLANTA · BOSTON · SAN FRANCISCO · LOS ANGELES

Far-Reaching!



We'll be ruined



unless we find a way to jam this unauthorized broadcast

Meanwhile, I suppose I'll have to watch it.

Everyone is impressed by the fast, accurate and complete news coverage on 6. Teamed with NBC, we make a combination that spells "Good News" for advertisers, too.

Your Weed TV man has all the facts.

WCSH-TV

6 NBC for PORTLAND MAINE

MAINE BROADCASTING SYSTEM

WCSH-TV 6, Portland WLBZ-TV 2, Bangor
WCSH Radio, Portland
WLBZ Radio, Bangor WRDO Radio, Augusta

SEC STOP ORDER Suspends Skiatron stock registration

The Securities & Exchange Commission last week issued a stop order suspending a registration statement filed by Skiatron Electronics & Television Corp. The subscription tv company had consented to the issuance of such an order following a protracted hearing into its financial status and the adequacy and accuracy of its registration statement last May.

The findings and opinions of the commissioners referred to "misleading statements and omissions" in the company's prospectus. The most striking omission, in the SEC's opinion, was the failure to show the large amounts of money needed to establish a pay-tv system and to point out that neither Skiatron nor its licensee, Skiatron of America, had the resources required nor anyone willing and able to supply the necessary funds. It was estimated that $13 million would be required as a minimum stake to install a wire system in a densely populated area, not including allowances for programming costs. The company and Matthew Fox, license holder, were both in debt at this time. Other omissions were insignificance of the company's patent coverage, its dependence on the license holder for development and exploitation of pay tv programming, and the public distribution of unregistered securities. (For full details of the charges against Skiatron, which were cited in the SEC's decision, see BROADCASTING, May 2.)

The stop order prohibits insiders of the company—such as directors and officers—from selling stock to the public that had been offered in the voided registration statement. In the hearing, however, it was brought out that at least 75,000 shares of the stock offered in the suspended statement have already been sold to the public. The order will cover any of the 172,242 shares in the statement not sold to the public previously (and in violation of the Securities Act of 1933). The order specifically prohibits Skiatron President Arthur Levey and Matthew Fox, holder of Skiatron's pay-tv franchise, from further stock sales. These two were cited frequently in the decision as having illegally disposed of stock.

Mr. Fox had followed a pattern of pledging shares of Skiatron stock as collateral. When he defaulted on payments, the shares were sold in violation of the Securities Act. Mr. Levey sold personal stock to friends and also to strangers, receiving letters from them stating intent to hold the stock for investment purposes. In several cases this "investment" stock was sold to the public within two months of purchase. The decision states that during 1958-1959 Mr. Levey sold over 200,000 shares in this manner for more than $1 million.

Technically, anyone who purchased this stock which was not legally registered with the SEC could bring suit against the seller or possibly against the company for the amount paid for the stock plus interest or for loss incurred in disposing of the stock later. A SEC attorney disclosed that the commission's decision is not always accepted as *prima facie* evidence in such cases however. Another drawback to such suits is the fact that Skiatron and Tolvision of America (formerly Skiatron of America), Mr. Fox' company, is heavily in debt.

In a related action the SEC announced its decision to lift its order suspending trading by the public in Skiatron stock which had been issued originally Dec. 18, 1959 and renewed every 10 days. The order was issued on grounds that the public was given misleading information in the registration statement making it impossible to properly evaluate the stock. The SEC has announced intention of letting the order expire at opening of business Oct. 13 since information relating to the true status of the company will be publically disseminated through its decision.

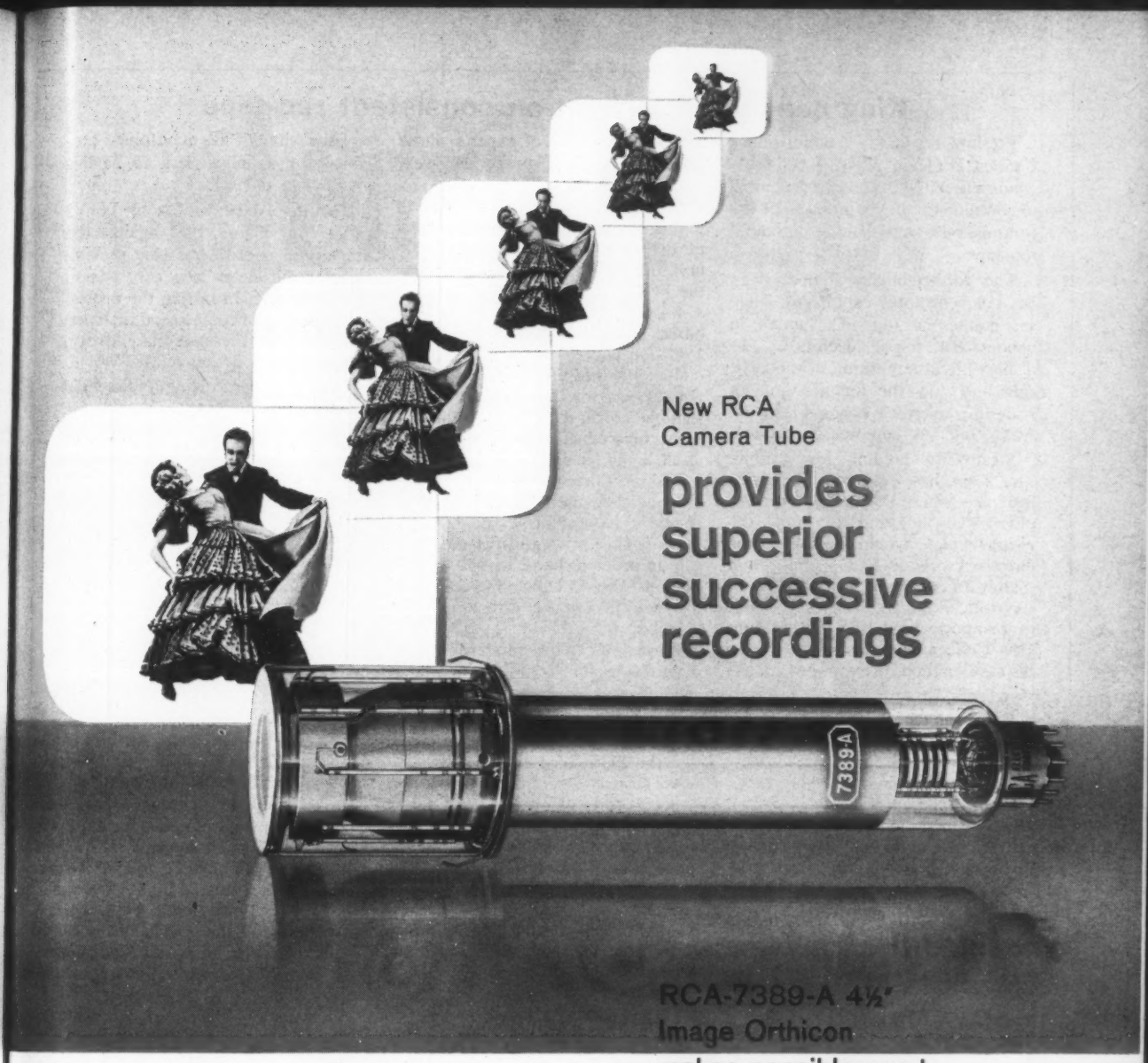
Tv film producers seek Sec. 317 delay

Television film producers have asked the FCC for a breathing spell before the new sponsor identification law applies to them. The plea was made in a petition filed with the FCC last week by the Alliance of Television Film Producers.

ATFP asked that the FCC put out a notice that it does not intend to apply the new law to films produced before Sept. 13. It also asked that the commission issue a waiver of the requirements of the new law for films produced between Sept. 13 and Jan. 1, 1961.

The legislative history of the new sponsorship law, ATFP said, makes it obvious that it is meant to apply to future film production. Since the new law became effective Sept. 13, it is only fair that the FCC make known that it does not apply to present tv films, some of which were made a year or more ago.

Because there will be a hiatus between the effective date of the new law and the date the FCC issues its rules, ATFP asked that the Sec. 317 waiver be issued to cover films produced in the Sept. 13-Jan. 1, 1961 period. This would retain the present regulation, ATFP



**RCA-7389-A 4½"
Image Orthicon
makes possible good
broadcast-quality pictures
even after a series
of successive recordings**

If successive recording quality is a major problem with you, a 4½" camera equipped with an RCA-7389-A Image Orthicon will give you the initial picture quality you need to overcome it. The picture signal provided by this new 4½" camera tube is of such excellent quality that it permits a series of successive high quality recordings. The large target area makes possible a much higher signal-to-noise ratio, greater resolution and better half-tone values than any 3-inch tube can produce.

For live broadcasting, however, or making copies from a single master, you need look no further than RCA's regular line of performance-proved 3-inch Image Orthicons. Whether you're programming in color or black-and-white, there's a standard RCA camera tube to do the job—and give you better picture quality than that provided by the best TV receiver. The new RCA-7513 Image Orthicon, for instance, can be used either for color or black-and-white, and provides sharp, noise-free pictures remarkably free from "halo" and edge effects and having excellent corner resolution.

Your local RCA Distributor of broadcast tubes carries a complete line of RCA Image Orthicons. Get in touch with him for full information on any type you may need, or write RCA Commercial Engineering, Section J-13-0, Harrison, N. J.

RCA The Most Trusted Name in Electronics

● RADIO CORPORATION OF AMERICA

King consistent in fight on consistent red-tape

Freshman FCC Commissioner Charles H. King may be tilting at windmills, but he seems determined to continue his attack on some of the commission's most tradition-bound red tape.

The forthright law school dean has taken on three campaigns. They are pointed at (1) FCC action in uncontested initial decisions, (2) against literal imposition of the 10% rule and (3) the inclusion of an issue in a microwave case which the FCC itself has said was immaterial.

Steadfastly holding his ground, Mr. King has dissented in several instances where the commission has officially made final an initial decision which would have become effective without FCC action in a matter of days or weeks (BROADCASTING, Aug. 1). This is a waste of manpower and time, the Detroit Law College dean has said. And, in his cool opinion, the commission has a "competent staff of experts whose responsibility it is to review each decision."

Last week Commissioner King told the commission that the purpose of the 10% rule is to promote the best use of the spectrum. Because the FCC turned down a request for a waiver of this rule—which prohibits a radio station grant when 10% or more of the prospective audience in the primary service area will receive interference from other stations—Mr. King noted that at night the frequency will not be used at all in the locality concerned. This, he said, "is hardly putting it to its most efficient use." The commission denied a request of WPET Greensboro, N.C., for a waiver of the 10% rule in order to boost its 950 kc operation from 5 kw daytime only to 5 kw fulltime with a directional antenna.

Earlier Mr. King admonished the commission for including in a case an issue which it has determined previously on a policy basis to be immaterial in such cases.

This involved a protest by WTVI (TV) Fort Pierce, Fla., against the grant of a microwave relay seeking to bring outside tv to a catv system in Fort Pierce. In setting the protest for hearing, the commission included one issue on the potential adverse impact of this action on WTVI.

Commissioner King dissented strongly. He pointed out that the FCC sometime ago ruled that the economic issue was immaterial.

In answer to the argument that this issue had always been made a part of the hearings in microwave-cable company cases, Mr. King coined the following:

"I appreciate . . . that consistency is sometimes a jewel, but not, I think, when the consistency serves merely to perpetuate a previous error."

pointed out, which requires a broadcaster to identify as commercial any product or service given to him in the course of a program, but does not apply to third parties.

The ATFP petition came three weeks after tv film producers and FCC staffers met to discuss how the new Sec. 317 rules should be framed to apply to tv film (BROADCASTING, Sept. 26).

Whiteside tried alone as Mack fails to show

The retrial of the government's criminal conspiracy charges against Miami attorney Thurman A. Whiteside began in Washington last week.

U.S. District Judge Alexander Holtzoff severed the case and began to try Mr. Whiteside separately after former Commission Richard A. Mack, who is in a Fort Lauderdale, Fla., hospital, failed to appear to face similar charges. A preliminary diagnosis by Mr. Mack's physician indicates pernicious anemia or cirrhosis of the liver, it was stated.

Messrs. Mack and Whiteside were tried together last year on the conspiracy charges but the trial ended in a hung jury.

A jury of seven men and five women was selected on Tuesday and on Wednesday heard Charles R. Escola, FCC assistant general counsel, testify that Mr. Mack was present but did not participate at meetings when the FCC ordered its staff to prepare documents looking toward granting ch. 10 in Miami to Public Service Tv Corp., a National Airlines subsidiary. But Mr. Mack did vote in later instructions to draft a final decision and voted again when the FCC adopted the order.

The Justice Dept. on Thursday introduced copies of checks, some signed by Mr. Whiteside, which it said were paid to Mr. Mack to corruptly influence him in the ch. 10 award. FCC logs also were introduced showing 30 telephones calls and letters between Messrs. Mack and Whiteside from Sept. 27, 1955, to Oct. 30, 1957, and a visit by Mr. Whiteside in December 1955.

Judge Holtzoff ordered Mr. Mack's $1,000 bail bond forfeited, but reserved to the bonding company the right to appeal this ruling.

He also accepted a motion by defense counsel Nicholas J. Chase that the government appoint three physicians to examine Mr. Mack to determine if he is capable of standing trial. He said he would hold in abeyance the issuance of a bench warrant for Mr. Mack's appearance.

Judge Holtzoff denied a request by Mr. Whiteside's lawyer for a change of venue to Miami.

Both Mr. Mack and Mr. Whiteside are charged with conspiring to influence the FCC to grant ch. 10 in Miami to National Airlines. Their first trial last year ended in a hung jury.

FCC, Wilson argue against Miami stay

An FCC engineer has told National Airlines that it can mothball its WPST-TV Miami equipment and use it six months to two years later with little economic impairment.

In this way, National Airlines cannot claim it will suffer so severely from having to go off the air that a stay of the FCC's July 14 revocation order is necessary, the commission said in filing with the U.S. Court of Appeals in Washington its opposition to National Airlines' petition for a stay.

The point was made by Donald A. Saunders, of the FCC's technical research division, in an affidavit attached to the FCC's opposition revocation order. The July 14 order voided the 1957 grant for ch. 10 in Miami to National Airlines. The grant was then made to L.B. Wilson Inc. as the only one of the four applicants untarnished with the *ex parte* taint.

The FCC's document, filed last week with the U.S. Court of Appeals, said no stay is necessary. The commission has stayed its revocation order until 15 days after the court acts on the stay.

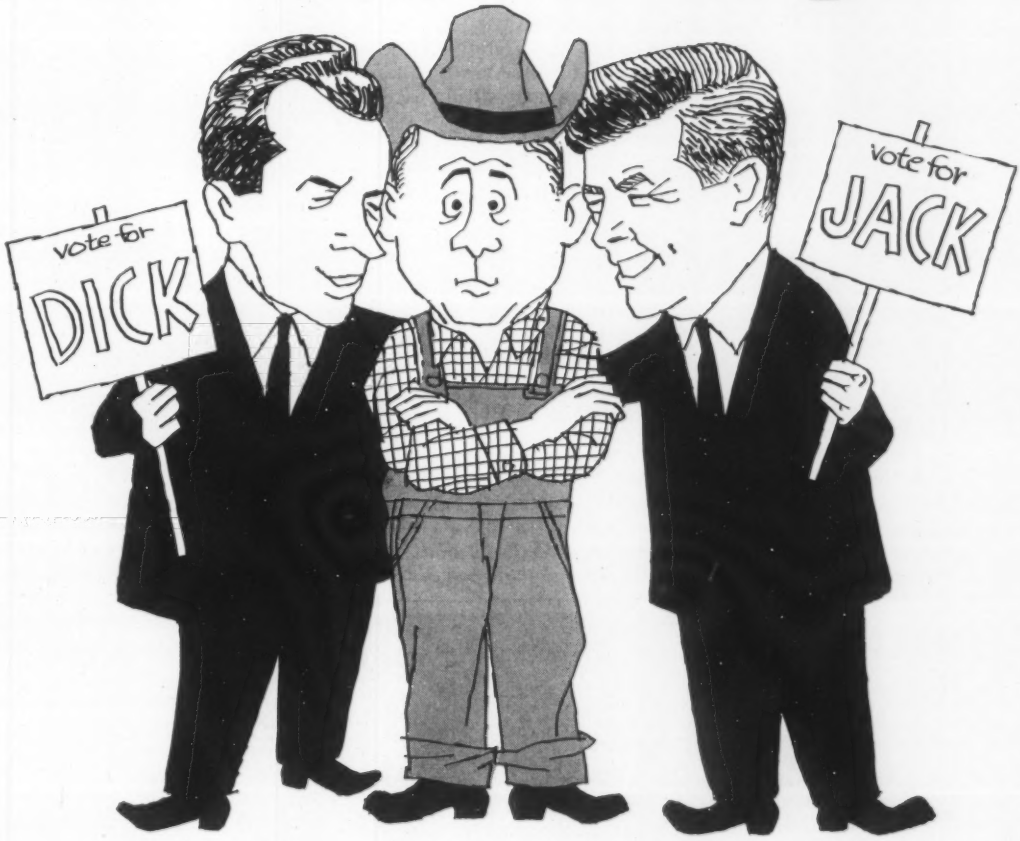
More details of L.B. Wilson's attempt to buy or lease the ch. 10 facilities were recounted by C.H. Topmiller, president of L.B. Wilson, in a similar opposition to the stay request.

In other Miami ch. 10 activities:

■ The FCC instructed its staff to prepare a document denying the petition of North Dade Video Inc., one of the applicants, for reconsideration.

■ The commission denied a petition for reconsideration by Elzey Roberts, former St. Louis broadcaster, seeking to open the Miami ch. 10 case to new applicants. Commissioner Lee dissented; Commissioners Craven and King did not participate.

election tip!



With the farm issue up for grabs in the coming election, and with both the Democrats and the Republicans going all out for the all-important farm vote, millions of listeners all over Hometown and Rural America will be tuned in with new intensity to Keystone stations.

Never before has this vast radio audience been such a prime market for Keystone advertisers . . . and never before has this audience had such a powerful purchasing potential.

And here's your tip: No matter who wins the *election—you* can win in Keystone markets. Call Keystone right now and jump on the band-wagon! This is THE TIME to sell YOUR campaign to all or part of Hometown and Rural America. They'll be listening!

CHICAGO
111 W. Washington St.
STate 2-8900

NEW YORK
527 Madison Ave.
ELdorado 5-3720

LOS ANGELES
3142 Wilshire Blv
DUnkirk 3-2910

DETROIT
612 Penobscot Building
WO 2-4595

SAN FRANCISCO
57 Post St.
SUtter 1-7440

Keystone
KBS
BROADCASTING SYSTEM, INC.
THE VOICE OF HOMETOWN AND RURAL AMERICA

TAKE YOUR TIME
Vhf drop-in reply deadline extended

The intensive activity involving vhf drop-ins was eased slightly last week when the FCC extended the time for filing reply comments by 45 days.

It extended the deadline for reply comments in its major rulemaking proposal to drop-in vhf channels at less than minimum mileage separations from Oct. 14 to Nov. 28. This followed a large number of first comments filed Sept. 30 (BROADCASTING, Oct. 3).

Meanwhile, comments were submitted to the commission on adding a vhf channel to Grand Rapids and Providence, R.I. Earlier reply comments were filed regarding the proposal to delete ch. 12 from Fresno and ch. 10 from Bakersfield, both California.

AMST Opposes ■ Commission proposals to add an additional vhf channel to Grand Rapids and to Providence were rejected by the Assn. of Maximum Service Telecasters. AMST said action should be withheld in both cases until the FCC resolved its interim policy on vhf drop-ins.

ABC supported proposals to move ch. 13 into Grand Rapids. Storer's WSPD-TV Toledo, Ohio, also on ch. 13 said it would have no objection to moving ch. 13 into Grand Rapids, but warned that proper transmitter placement was necessary to meet mileage separations. It suggested moving ch. 11 into Grand Rapids, since this would bring a second service to Muskegon, a third service to Grand Rapids and a fourth service to Kalamazoo. Favoring the ch. 11 move also was WWTV-TV Cadillac, Mich.

The ch. 13 move into Grand Rapids was also favored by Atlas Broadcasting Co., the firm which initially asked for the move.

Providence filings ■ Favoring the FCC's proposal to move ch. 6 from New Bedford, Mass., to Providence were ABC and ch. 16 of Rhode Island Inc., which previously operated WNET (TV) in the Rhode Island capital. Rhode Island State Board of Education also favored the move, but urged that it be reserved for educational use.

Ch. 30 WHNB-TV New Britain, Conn., suggested that ch. 3 be moved from Hartford to Providence. Supporting this was Springfield Television Broadcasting Co., owner of uhf stations WWLP (TV) Springfield and WWOR-TV Worcester, both Massachusetts, and WRLP (TV) Greenfield, Mass.-Keene, N.H.-Brattleboro, Vt.

WHIM New Britain suggested that ch. 6 be moved to Providence at less than minimum 170-mile co-channel spacing.

The deadline for reply comments to both the Grand Rapids and Providence proposals was also extended to Nov. 28 instead of Oct. 14.

The FCC had before it more than 700 comments and a more modest number of reply comments in its proposal to move Fresno's ch. 12 to Santa Maria, Lompoc-Santa Maria, San Luis Obispo or Santa Barbara. Fresno was made an all-uhf market in July, and the commission proposed to make Bakersfield an all-uhf market also by moving ch. 10 out of that city.

In the reply comments varied suggestions were made. These ranged from making the vhf channels educational, to a warning by ch. 17 KLYD-TV Bakersfield that the FCC might want to hold things up for a while until it considers new engineering data which may require co-channel spacing to be 260 miles.

A request by Fresno officials that the commission reconsider its July order making Fresno an all-uhf market was turned down by the FCC last week. Commissioner John S. Cross dissented to this.

NLRB examiner finds union guilty of charge

Radio & Television Engineers (IBEW) was guilty of illegal secondary boycott activities against WOGA Chattanooga, Tenn., according to an examiner's report and recommended order to National Labor Relations Board.

Early in 1960, according to the examiner, the union picketed Fields & Sally Motor Co. while WOGA was conducting remote broadcasts from the showroom. Pickets were described as carrying a sign, "WOGA unfair Local 662; do not patronize; local union 662, IBEW." And last May, the report added, the union picketed the showroom, pickets walking between it and WOGA's "Musicmobile" remote auto.

These activities were described by the examiner as violations of the labor act.

In addition IBEW was found to have violated the act by distributing "do not patronize" leaflets listing names of WOGA clients. "The object of such conduct was to force or require the listed persons (secondary employer) to cease doing business with Middle South Broadcasting Co. (WOGA), the primary employer. . . ." the examiner held.

Issuance of a cease and desist order to halt these activities was recommended by Louis Libbin, the examiner. In addition he recommended the union

In Roanoke in '60 the Selling Signal is SEVEN...

You won't get rich selling bongo drums in the Roanoke Television Market, but there are nearly 2,000,000 people who are willing and able to help you turn a neat profit on foodstuffs, toiletries, pharmaceuticals, gasoline, household products and other items.

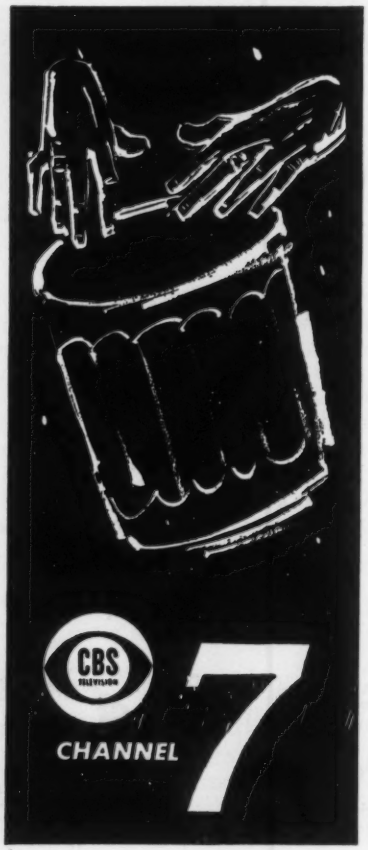
The magic number for reaching these heavy-spending, non-Calypso folks is seven. In Roanoke, seven is *WDBJ-TV* . . . which will beat the drum for your product in over 400,000 television homes of Virginia, N. Carolina and W. Va.

WDBJ-TV has maximum power, highest tower, superior service and programming . . . to help you sell like sixty on seven.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia



HENRY WATTERSON
could have been the "Col. Henry" of WPTR

Because WPTR creates the kind of exciting, independent radio that would have fit Watterson's temperament like a glove. The "Colonel", as he was affectionately called, saw the news not as news alone but as an obligation to take a position on it as well. In the process, like WPTR, he lit a lot of fires.

Yet this very dissemination of news (48 broadcasts every day) and the independent thinking about that news (editorials whenever and as often as necessary) has made WPTR the outstanding radio voice it is today... and the Number 1 public service station in its area as well.

In the process WPTR has lit a lot of fires with both audience and clients, too. According to Pulse it is the dominant station in this 2,000,000 plus market. Local sponsors give it more local advertising than the next three stations combined. At the national level it carries more total advertising than the next two stations put together. In every way—people buy what it has to sell.

Represented nationally by Robert E. Eastman & Co. In New England—by Foster and Creed.

WPTR PEOPLE 50,000 WATTS
ALBANY-TROY-SCHENECTADY
Duncan Mounsey, Exec. V.P. — A division of SCHINE ENTERPRISES.

Advertisement:

Television Views

By Tom Chauncey
Pres. KOOL Radio-TV
PHOENIX, ARIZONA

SCRIPTS FOR TV

Accusations that lack of vividness and innovation in the TV industry is due to lack of vision on the part of networks, agencies and sponsors are charges which ignore the fact that American TV management is comprised of men of prior proven ability in the business world. No other industry has developed so fabulously within the past fifteen years, which refutes the charges of myopia against broadcasters. There is another reason.

TOM CHAUNCEY

There is a shortage of skillful authors. Of 100 annual Broadway plays, perhaps ten are good; of over 2,000 published novels per year, a dozen are sordid and 95% are poor; of over 200 annual Hollywood features, 80% are mediocre and 10% are re-hashed, and of several thousand magazine stories each year, a dozen are worth remembering.

Outside TV, authors have as much time as they need, and their work is re-written spiced with piquant phrases, imbued with urgency and graced with a felicitous proclivity. But the need for compression in the work of TV authors attempting a superlative product has stunned the pro's and the tyros. TV's troubles are bad scripts—not time-buyers and networks robbing scripts of their significance. Predictions that CBS programs for '60-'61 will sharpen the public interest in television may be largely due to a successful search for craftsmanship.

REPRINTED FROM ARIZONA REPUBLIC AND PHOENIX GAZETTE MONDAY, OCTOBER 3rd, 1960.

In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

circulate copies of a notice embodying the examiner's recommendations.

In another finding George J. Bott, also an examiner, recommended that WEEK-TV Peoria, Ill., offer reinstatement to two employes (James Palmer and John Jordon) and cease any acts discouraging membership in IBEW Local 1292 or interfering with the right of employes to organize.

Community program needs: who decides?

A charge that FCC failed to determine the program needs of a community provoked spirited argument in the U.S. Court of Appeals in Washington last week.

Involved was the FCC's 1958 Toledo ch. 11 decision, which granted the vhf facility to Community Broadcasting Co. (WTOL-AM-TV) and denied two other applicants.

The appeal was taken by Great Lakes Broadcasting Co., which claimed that it was the FCC's responsibility to determine the program needs of the community and then to "articulate" a judgment among the applicants as to whom, qualitatively and quantitatively, best would meet those needs. The FCC argued that details of programming for a community were best left to the licensee.

The argument was closely followed by Circuit Judges David L. Bazelon, Charles Fahy and retired Supreme Court Justice Harold Hitz Burton, all of whom participated actively in the questioning.

Government notes

Stay denied ■ The U.S. Court of Appeals turned down a request by Philco Corp. for a stay of any FCC action in NBC-RKO General transfers involving the network's Philadelphia stations (WRCV-AM-TV). The denial was issued by Circuit Judges E. Barrett Prettyman and Henry W. Edgerton, week after argument. Philco wanted a stay order to prevent the FCC from granting any change in ownership of WRCV-TV until outcome of its court appeal against the FCC decision last July which denied the Philco protest at renewal of the WRCV-TV license. Philco also has applied for the ch. 3 facility there. The FCC in arguing against Philco's motion in court said no action yet had been taken which would jeopardize Philco's rights.

Petition out ■ A request by the NAB to change FCC rules concerning the reading of a station's frequency monitor was vetoed by the commission last week. The NAB had asked that entries in the operating log of an am station of the frequency monitor reading be made at the beginning and close of the broadcast day rather than every 30 minutes as is now required. Cited was the improvement in modern equipment which made frequency drift rare. The commission, however, noted that enough stations are still using older equipment to warrant the continuation of the 30-minute reading rule.

Renewal okay ■ WTTG (TV) Washington, D.C., has been renewed by the FCC after its application had been temporarily held up because of alleged payola involvement. Such involvement was subsequently cleared up, paving the way for the commission's action. At the same time, the commission approved the sale of WTVP (TV) Decatur, Ill., and WRUL Scituate, Mass. (international station), to Metropolitan Broadcasting Corp., owner of WTTG. Commissioner Robert Bartley dissented in the renewal for WTTG while Commissioner John Cross voted for one-year renewal only. Metropolitan was also told by the commission to continue "vigilance" over its present and future controls and policies with respect to payola and the "proper" selection of broadcast material.

Commission affirms common carrier order

The FCC has affirmed its order of more than a year ago that it would no longer consider whether common carrier facilities are available in granting applications for private microwave relay facilities. Implementation of the Aug. 6, 1959 order had been stayed by a subsequent FCC action taken Oct. 5, 1959.

Last year's order had held there are enough frequencies above 890 mc to take care of both common carrier and private users.

The FCC however, made two exceptions to its August 1959 order:

It provided for use of frequencies in the 6575-6875 mc band for intercity educational tv systems on a case-by-case basis.

It also held that it will make no specific allocations for space communications now, taking into account comments and testimony received after an order of last May 16 reopening the record for new data. The FCC noted that comments are due next March 1 on its separate rulemaking inquiry on space communications need on a longer range basis and this information will help the position of the United States in future international conferences on the subject.

Commissioner Robert T. Bartley concurred in part and Commissioner T.A.M. Craven dissented.

WeeReBeL says:

I'm climbing into the

TOP "100"

- **NEW!**

  1293 ft. tower blankets **Georgia's** second largest market*! More than twice the height of former tower!

- **NEW!**

  Total **Grade "B" Audience** increase of over 72%. Now more than 193,000 television homes in 55 **Georgia** and **Alabama** counties!

- **NEW!**

  Ampex Videotape facilities, both live studio and on-location remote equipment.

- **RENEWED!**

  Georgia's second largest market — the **Columbus Metropolitan Area** with the highest per-family income in the state.

- **RENEWED!**

  Established prestige of continuous seven year dominance in ratings, homes delivered, public service and lowest CPM.

- **RENEWED!**

  The same **"personal"** service from management, along with balanced programming, client contact and community trust!

*1293' above average terrain

Jim Woodruff, Jr., Pres. & Gen. Mgr.
George "Red" Jenkins, Dir. of Nat'l Sales

COLUMBUS, GEORGIA
WRBL (CBS) TV Channel .. 3

WEEREBEL ®

Represented by George P. Hollingbery Company

NAB FALL CONFERENCE SERIES SET

First of eight two-day meetings kicks off this week in Atlanta

NAB's annual fall conference series opens Thursday (Oct. 13) in Atlanta with a headquarters squadron joining guest speakers in the first of eight two-day meetings designed to cover current industry problems (see schedule in DATE BOOK).

The list of outside speakers to appear during the series schedule includes FCC Chairman Frederick W. Ford (Washington, Nov. 15); Will C. Grant, president of Grant Adv. (Dallas, Oct. 19); George Romney, American Motors chairman-president (Chicago, Nov. 22); Arthur E. Motley, U.S. Chamber of Commerce and Parade Publications president (New York, Nov. 29).

The association enters the conference series with an all-time record membership—1,689 am stations; 540 fm; 362 tv; 102 associates; seven networks, for a total of 2,700 members.

At Atlanta, setting the pattern for the series, the conference will open Oct. 13 at the Biltmore Hotel with Howard H. Bell, NAB vice president for industry affairs, presiding. He will speak on "The Importance of People." Following him will be James H. Hulbert, NAB economist-broadcast personnel manager, discussing "Money and Manpower."

John M. Couric, public relations manager, will speak on the topic, "Ambassadors to the Community"; William Carlisle, station relations manager, on "The Engineering of Agreement," including a film on how to complete a sale; Mr. Hulbert on "Managing the Salesman." John W. Jacobs Jr., WDUN Gainesville, Ga., will speak on development of trained personnel at colleges. He is a board member of Assn. for Professional Broadcasting Education.

Luncheon Speakers ■ G. Richard Shafto, WIS-AM-TV Columbia, S.C., member of the three-man NAB Policy Committee, will address opening-day luncheons in Atlanta, Dallas and San Francisco. In the past the opening-day luncheon has featured an address by the NAB president. Merrill Lindsay, WSOY-AM-FM Decatur, Ill., also a committee member, will take the conferences at Denver and Omaha. Clair R. McCollough, Steinman Stations, chairman of the committee, will speak in Washington and New York.

The Friday luncheon speaker at Atlanta will be Dr. Noah Langdale Jr., president of Georgia State College of Business Administration. Another educator, Prof. Charles M. Hulten, head of the U. of California journalism department, will speak at San Francisco. Dr. William L. Whitson, vice president of the Martin Co., Denver, will speak at the luncheon in that city and delegates will inspect the Martin missile plant. At Omaha delegates will inspect the Strategic Air Command headquarters.

The opening afternoon at Atlanta will be built around a panel discussion on "Broadcasters and Politics." Vincent T. Wasilewski, NAB government relations vice president, will preside. Participants include John F. Meagher, radio vice president; Charles H. Tower, tv vice president, and Mr. Bell.

Frank Gaither, WSB Atlanta, NAB board member, will preside at the Thursday luncheon. Dwight W. Martin, WAFB-TV Baton Rouge, La., also a board member, will preside at the Friday luncheon.

Friday, the second day, will include separate morning and tv panels, a pattern to be followed throughout the series. All conferences are scheduled to conclude with the second-day luncheon.

Report From TIO ■ Tv delegates will have a continental breakfast in the meeting room before Mr. Tower opens the session. Speakers include Louis Hausman, director of Television Information Office, discussing "The Image Asset." Robert W. Ferguson, WTRF-TV Wheeling, W.Va., member of the NAB Tv Code Review Board, will discuss code topics along with Edward H. Bronson, tv code affairs director.

The future of television will be explored by Norman (Pete) Cash, president, and William MacRae, station relations director, Television Bureau of Advertising. A discussion will follow.

Mr. Meagher will preside at the parallel radio session. Speakers include A. Prose Walker, NAB engineering manager, on stereophonic broadcasting; Messrs. Walker and Meagher on engineering efficiency; Mr. Couric on radio public relations; Elmo Ellis, Atlanta, NAB Radio Code Board member with Messrs. Meagher and Wasilewski, speaking on "Self-Regulation, Self-Interest," based on the new radio code structure.

C.L. Thomas, KXOK St. Louis, will wind up the panel with a talk, "Observations of a Practitioner."

William L. Walker, assistant treasurer, is in charge of conference arrangements. Dan W. Shields will handle program production.

A BROAD INTERPRETATION

NAB tv code board says ban on liquor includes ads which induce liquor's use

NAB's tv code ban on liquor advertising also applies to products "which in their presentation induce the use of hard liquor."

An interpretation issued Oct. 5 by the NAB Tv Code Review Board, meeting in Washington, is designed to clarify the status of cocktail and highball mixes. The mixes became involved in code troubles in late September when WPIX (TV) New York, a code subscriber, dropped a Holland House commercial at the code board's request (BROADCASTING, Sept. 26, Oct. 3).

When WPIX dropped the Holland House business to permit code office study, the commercials were shifted by the sponsor to WNTA-TV New York (not a code subscriber).

E.K. Hartenbower, KCMO-TV Kansas City, code board chairman, said WPIX displayed "a highly commendable sense of responsibility" in rejecting a commercial showing the actual mixing of a whisky sour from a prepared cocktail mix and liquor. He said such cooperation "can help the industry solve its own problems and thus head off restrictive government regulation."

A spokesman for WPIX commented after the code board's action: "WPIX accepts the decision. We subscribe to the code; we believe in it." The spokesman said he felt the board interpretation does not mean commercials for all cocktail mixes would be forbidden, since each commercial must be evaluated individually.

After accepting the Holland House commercial for a nonalcoholic mix, a WNTA-TV spokesman said, "There was nothing wrong with it." He added that other spots are accepted by stations which do not show liquor but in essence proclaim, "This helps make a good cocktail." WNTA-TV started the Holland House spot Oct. 2 in prime and late evening time, seven times a

FCC gets code report ■ Three members of the FCC heard a review of NAB tv code developments at a luncheon with the Tv Code Review Board, held Oct. 6 in Washington. L to r, around table: Joseph Herold, KBTV (TV) Denver; Commissioner Robert T. Bartley; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Commissioner Charles H. King; G. Richard Shafto, WIS-TV Columbia, S.C., a member of the NAB Policy Committee; E.K. Hartenbower, KCMO-TV Kansas City, code board chairman; Commissioner Rosel H. Hyde; Mrs. A. Scott Bullitt, KING-TV Seattle Wash., and George Whitney, KFMB-TV San Diego, Calif.

week, until year end. It is a $27,000 account.

David Sheinker, Holland House president, told BROADCASTING WPIX had breached a contract but he was not certain whether a suit for damages would be filed. The firm had notified the trade about the proposed spot on WPIX, he said, insisting there was nothing wrong with the commercial. He said it is too early to comment on effectiveness of the campaign on WNTA-TV but added he considers tv "a very good medium" and the television effort may be extended to other stations. Erwin Wasey, Ruthrauff & Ryan is agency for Holland House.

The NAB tv code contains this liquor language: "The advertising of hard liquor should not be accepted."

The code board's interpretation of the code language is as follows: "This restraint applies also to the advertising of products and/or services in themselves not hard liquors, but which in their presentation induce the use of hard liquor."

Stanton the author

Dr. Frank Stanton, president of CBS, is evaluating the long-range significance of advances in broadcast journalism for a book to be published in 1961, Alfred A. Knopf, publisher, announced last week. The current Nixon-Kennedy debates will be discussed as "a major breakthrough both in broadcast journalism and in the evolution of the electoral process." The growth of radio and television news services and their role in a free society during crises will be explored "historically and analytically" in the book, as yet untitled.

NAB BOARDS MEETING TODAY

Main topic is to be Gov. LeRoy Collins

Gov. LeRoy Collins, of Florida, is slated to become president of NAB at the end of his term next Jan. 3. Final details are to be worked out today at a special meeting of the NAB combined boards (BROADCASTING, Oct. 3).

Board members were converging on Washington at the weekend for today's meeting, set for 11 a.m. at the Statler Hilton Hotel.

Selection of Gov. Collins by a committee headed by C. Howard Lane, KOIN-TV Portland, Ore., and details of his contract await board action. A figure in the neighborhood of the salary paid the late Harold E. Fellows ($75,000 a year plus expense allowances) has been mentioned. Mr. Fellows served both as president and board chairman.

Appointment of a separate board chairman has been considered during the negotiations with Gov. Collins. The chairman presides at meetings of the combined boards. The component Radio and Tv Boards elect chairmen and vice chairmen from their separate memberships.

Facing the combined boards today may be a proposal to continue the three-man Policy Committee that has guided association affairs since death of Mr. Fellows last March.

After the combined board meeting and luncheon, the separate radio and tv boards are slated to hold afternoon sessions. Radio directors, it is indicated, will discuss progress of the new Radio Code. Tv directors have a tentative agenda that includes the FCC's pay tv hearing in the Hartford case; community antennas and their impact on tv stations in small markets, and jurisdiction of the Federal Aviation Agency over radio-tv towers (CLOSED CIRCUIT, Oct. 3).

At a Tallahassee, Fla., news conference Oct. 6 Gov. Collins said that if he becomes NAB president he will stop campaigning for the Kennedy-Johnson ticket and will resign as chairman of the Democratic party's speakers bureau.

NAB finds increase in editorializing

Three out of five (61.8%) NAB member radio and tv stations broadcast editorials, according to a survey by the NAB Research Dept.

NAB found that 12.2% of stations do so regularly and 49.6% occasionally, according to Richard M. Allerton, research manager. The survey was part of a general radio news study conducted by the department (BROADCASTING, June 6, 27).

In an editorializing survey for the 1960 BROADCASTING Yearbook, now in distribution, 2.7% of am radio stations reported they editorialize daily, 26.8% weekly or occasionally; 3.7% of tv stations editorialize daily, 28.1% weekly or occasionally.

NAB found editorializing by stations "on the increase." Other findings:

Stations generally confine the editorial function to top management or the person in charge of news.

Sixty-five percent of stations editorializing regularly report they broadcast each editorial only for one day.

Of stations editorializing occasionally, 60% report use of each editorial

NEGRO
Community Programming

+

SPANISH/PUERTO RICAN
Programming

=

of *Whirl-Wind* sales action

WWRL

NEW YORK DE 5-1600

*10:00AM-5:30PM
**5:30PM-10:00AM

with more frequency and often for more than one day.

Only 1% reported they do not seek opposing views; 15% offer time if it is requested; 80% actively seek opposing viewpoints.

There was almost complete agreement by station managers that editorializing is "a decided plus" in its effect on the station.

The survey showed specific pleas for action are made in editorials by 50% of small stations that editorialize, 55.7% of medium and over 80% of large stations.

AID TO EDUCATION

AWRT group sets up national projects

A nationwide program of educational projects and specialized broadcast studies was set as the goal of the Educational Foundation of American Women in Radio & Television at a trustees' meeting Sept. 16-19 in Washington.

The foundation is sponsoring training work with college credit at Northwestern U., providing AWRT contributing teachers. Expansion of training work to other areas is planned, with sponsorship of courses at the Boston U. communications school by the New England AWRT chapter among projects to be explored.

Services for adults and a proposed summer seminar were considered at the trustees' meeting. Chairman of the board of trustees is Nena Badenoch, Chicago. Other members (not AWRT officers) are Robert D. Swezey, formerly of WDSU-TV New Orleans and now special assistant to the Secretary of Labor; Mrs. Dorothy Bullitt, King Broadcasting Co., Seattle; Dr. Kenneth Bartlett, vice president of Syracuse U., and Mrs. Alice Leopold, director, U.S. Women's Bureau.

AWRT members on the board include Esther Van Waggoner Tufty, NBC, president of AWRT; Montez Tjaden, KWTV (TV) Oklahoma City, president-elect; Elizabeth Bain, United Artists Associated; Martha Bohlson, Tidy House Products Co.; Gloria Bremkamp, Oklahoma City; Gloria Chandler, King Broadcasting Co.; Margaret Mary Kearney, WCAU-AM-TV Philadelphia; Ruth Talley, WLAC-TV Nashville, Tenn.; Marion Annenberg, New Orleans; Lucile Bush, Johnson's Wax; Muriel Fox, Carl Byoir & Assoc.; Helen Jensen, Western Beet Sugar Products; Mary Pearl, WJOY Burlington, Vt., and Margo Anderson, New York.

First annual meeting of the foundation will be held at the time of the 1961 AWRT convention at the Statler-Hilton, Washington, scheduled May 4-7. All AWRT members automatically are members of the foundation.

The AWRT board, which also met over the weekend, heard reports of committees and reviewed plans for the national convention. Patti Searight, WTOP Washington, is general chairman of the convention, which will mark AWRT's 10th anniversary. Funds for a memorial honoring Frieda B. Hennock Simons, one time FCC commissioner, have been contributed by the AWRT Washington chapter. The association is participating with the Advertising Council in the "Contribute, Work, Vote" campaign.

Weather watch

The radar weather unit of WTMJ-AM-TV Milwaukee proved useful to a sports promoter who wanted to know if weather would permit a sports event to be completed. Widely scattered heavy showers were falling in the Milwaukee area as time trials for a 250-mile stock-car race were beginning. The promoter contacted the station, which kept careful check on the unit for two hours, relaying the information to Wisconsin's State Fair park, scene of the race. More than 14,000 fans were on hand at 2:30 p.m. when WTMJ reported weather conditions were deteriorating and that storms would increase in intensity and frequency. As a result of this information the race was postponed.

A problems course

A course on "Current Problems in Radio and Television" will be offered this fall by the Practicing Law Institute, New York, in six class sessions on Mondays, 7-9 p.m., starting Oct. 24, at NBC studio 6A. The cost is $20. Registration is now open at the institute, 20 Vesey St., New York 7.

Topics to be covered include problems in radio and tv liability insurance, music copyright, acceptability of material for broadcast, problems of program packagers, clearing radio-tv program titles, negotiation and preparation of a talent contract and others. Lecturers will include Joseph J. Jacobs, Metropolitan Broadcasting Corp.; Robert J. Burton, Broadcast Music Inc.; Omar F. Elder Jr., ABC; Stockton Helffrich, NAB Tv Code Board; Robert V. Evans, CBS; Elisha Goldfarb, Regan, Goldfarb, Powell & Quinn and Joseph A. McDonald, Smith, Hennessey & McDonald.

The Station **WPEN** *of the Stars*

STAR-STUDDED PROGRAMING

STAR PERSONALITIES

STAR FEATURES

STAR FAN CLUB

STAR NEWS

STAR-TLING RESULTS!

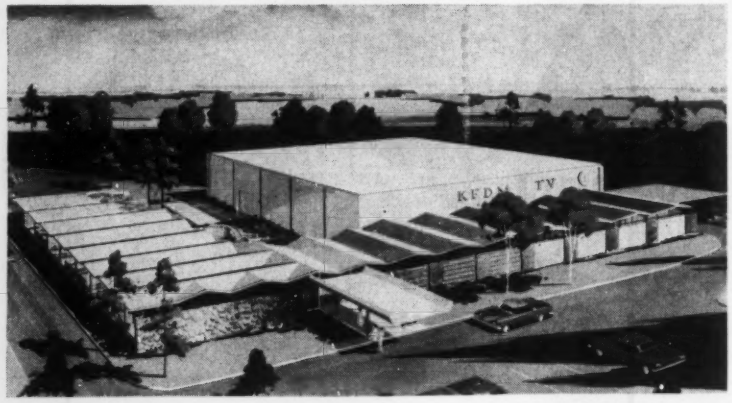
MORE LOCAL and
MORE NATIONAL Advertisers
Than Any Other Philadelphia Radio Station

HITCH YOUR SALES WAGON TO A STAR

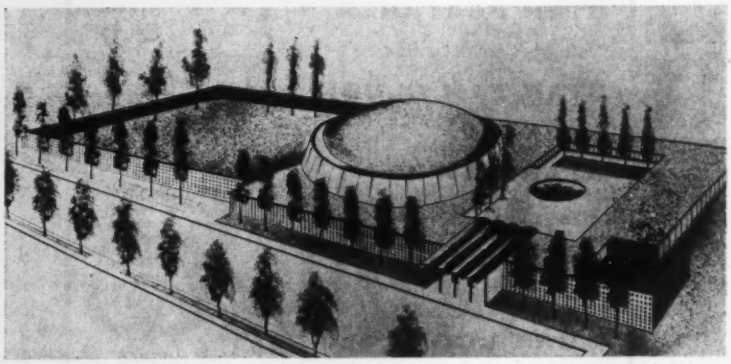
WPEN

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS **WPEN** – *Philadelphia* **WALT** – *Tampa;* **WSAI** – *Cincinnati*

Texas leaguers



Under construction ■ A television center to house KFDM-TV Beaumont-Port Arthur, Tex., is now being built on a two-acre tract in the northwest section of Beaumont. The center, which will house studios and offices, occupies 16,000 square feet —more than double the space the CBS affiliate uses in its present location. Studios will be 20 feet tall with a working area of 7,500 square feet. A Japanese rock garden and pool will adjoin the L-shaped wing (left) containing the executive and programming offices. The building will be constructed mainly of glass, masonary screens and a series of low gables under supervision and planning of Ingram & Harris, architectural firm. Cost of the new project is estimated at $200,000 and occupancy is planned for Jan. 1, 1961. The KFDM-TV transmitter and tower remains at Vidor, Tex.



Lavish quarters ■ Construction has begun on the new home of KTRK-TV Houston. The new building is 40,000 square feet with a circular studio area. Completion is expected by next summer. It was designed by Lloyd & Morgan; Tellepsen Construction Co. is general contractor.

The ultra-modern broadcasting center is located on a four-acre site on Bissonnet between Buffalo Speedway and Westchester. Construction cost is unofficially estimated at more than $1 million for plant and equipment.

The office area, in an L shape around the patio and pool, is all on one floor, 281 feet long on one side and 191 on the other. The structure is of brilliant white with pure color in glass tile and mosaic work. One side features a pierced masonry wall. The studio area is enclosed in a circular wing, 140 feet in diameter and 42 feet tall. Its outside walls are surfaced in crushed white onyx embedded in concrete, with a white dome composition roof. Inside the half-acre circular structure will be a studio area 53 feet across with luxurious public and client viewing rooms on the ground level, engineering installations and studio control rooms on the second floor. This will more than double KTRK's present studio space.

Behind the control rooms on the second level, will be the engineering department. Immediately adjacent to the studio areas will be an air-conditioned workshop area for storing and construction of sets.

Five new affiliates sign with Mutual

MBS last week announced the signing of five new affiliates, giving the network occasion to claim it now has outlets in more of the top 100 markets and in more of the top 50 markets than any other radio network. MBS said it shares honors with NBC for representation in all of the top 25 markets.

Mutual's new affiliates include: KQBY San Francisco and KBUZ Mesa, Ariz. (Phoenix), both Sherwood Gordon stations; KRAK Sacramento, Calif., headed by Manning Slater, and from the Harold H. Thoms' group, WISE Asheville and WAYS Charlotte, both North Carolina.

KOY Phoenix, which at present carries both Mutual and ABC, on Oct. 30 becomes an exclusive ABC outlet. It will make full ABC programming available to its affiliated stations of the Arizona Network.

New industry award

Awards of $1,000 and a citation each are offered to the producer or author of a radio script and of a tv script which exemplifies "outstanding reporting in the field of physical recreation" by American Machine & Foundry Co. The awards were announced at the 42nd National Recreation Congress in Washington, D.C., by Mansfield D. Sprague, vice president and director of AM&F. He said the awards would be given annually in five media categories (newspapers, magazines, college publications too) for works published or broadcast during the calendar year. The awards for 1960 will be presented in June 1961 during National Recreation Month; deadline for submitting works is Jan. 15, 1961. The sponsoring company is a leading manufacturer of consumer products for leisure use. For nominator's card, entry blank and detailed rules, write AMF Awards, 261 Madison Ave., New York, 16.

Shadel sues arena

Willard F. (Bill) Shadel, ABC commentator, has filed suit for $100,000 damages in Los Angeles for injuries suffered July 14 during the Democratic convention. Los Angeles Memorial Coliseum Commission has been named as defendant. The suit charges Mr. Shadel tripped on a pile of placards while walking in the arena, fell on a broken chair and cut his right hand on a broken soft drink bottle. Nerve and tendon were severed, suit charges, resulting in loss of employment earnings. The suit asks $5,000 medical-hospital expenses, $25,000 for loss of earnings and $70,000 for pain and suffering.

WJAR-TV SCORES NEWS BEAT AT NEWPORT JAZZ FESTIVAL

On TV news programs throughout the nation, a startled nation watched the explosive riot at the Newport Jazz Festival last July — thanks to a crack camera crew of WJAR-TV. WJAR-TV filmed this major news event, and supplied NBC, CBS, TELENEWS and other New England stations with film. At the same time, WJAR RADIO fed NBC's "Monitor". Major scoops like this are another reason why the Peabody-Award-winning News Department of WJAR-TV dominates the Providence market!

WJAR-TV CHANNEL 10 • PROVIDENCE

NBC

abc

Represented by

Edward Petry & Co., Inc.

The Sun Also Rises in Tulsa

"Please stop saying 'A-a-a-ah-h-h-h!' when you drink your Cain's coffee. You're teaching grandpa bad habits."

So wrote a little girl to KOTV's local Helios, whose enthusiastic coffee breaking on "Sun-Up" prompted the bit of sponsor identification quoted above.

KOTV's sun chariot rolls across the Tulsa sky every morning from 7 to 8. For half that time a long-established early morning network program tries to make a race of it on another channel—but our program out-rates it two- or three-to-one. We think we know why.

There's the program's spontaneity. (If someone goofs, corrections are made on camera. It's not unusual for a cameraman to shout, "What do we do next?" The audience usually sees the behind-the-scenes answer.)

But the most significant reason for the program's success is its happy blend of *local* service and entertainment. It is indigenous. Without the unlimited budget of its network competitor, without the pick of the nation's brain power or talent—although visiting national personalities frequently put in an appearance—"Sun-Up" is nevertheless fresh and informative. It does not offer the academic charm of national weather reports—it tells how to dress the kids *this* morning. It presents conversation-making neighbors, not headline-making global celebrities. And, while it is important to keep up with world affairs—as "Sun-Up" does through newscasts—what the viewer really sees is a reflection of life in his own community.

"Sun-Up" interprets Corinthian's basic programming philosophy. Through the unequalled CBS eye, we bring our viewers entertainment and information from the outstanding network. In addition, regional needs and tastes are met by creative *local* programming. This, we believe, builds audience loyalty, wins viewer respect, and helps make friendly prospects for our advertisers.

Responsibility in Broadcasting

THE CORINTHIAN

KOTV
TULSA *(H-R)*

KHOU-TV
HOUSTON *(H-R)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(H-R)*

WISH-TV
INDIANAPOLIS *(H-R)*

WANE-AM
FORT WAYNE *(H-R)*

WISH-AM
INDIANAPOLIS *(H-R)*

STATIONS

Ike praises broadcasters

Broadcasters of the American nations were praised on Continental Broadcasting Day, Oct. 4, by President Eisenhower for their role in preserving human freedoms and helping the cause of popular government. The President's taped message was supplied 1,337 NAB member stations that requested it and was broadcast over the American nations.

The President praised Inter-American Assn. of Broadcasters. Herbert E. Evans, Peoples Broadcasting Co., is American delegate to IAAB. Text of the message follows:

"On Continental Broadcasting Day I extend greetings to the members of the Inter-American Assn. of Broadcasters and to their audiences throughout the hemisphere.

"The purpose of this day is to honor the work done by the radio and television industry in defense of human rights and liberties. Too many, too often, take these basic freedoms for granted. Only those who have lost them realize how precious they are and how essential they are to the survival of popular government and to human dignity.

"Among the most important rights of free men is the freedom to talk and write and communicate openly. A dictatorship destroys this freedom by censorship, by closing down the newspapers, by taking over the radio and television stations. Then, after these sources of truth have been cut off and any public discussion of the issues has been forbidden, a dictator turns his country into a desert of ignorance. The people become fearful, isolated, and uninformed as to the issuse of the day.

"On Continental Broadcasting Day I congratulate those broadcasters in North and South America who help defend their neighbors' right to speak, to discuss, and to think for themselves. By broadcasting the news with freedom and courage, they perform an essential service for us all. They are the eyes and ears of democracy."

Commercial tv rescues fire-damaged etv

Commercial telecasters in Philadelphia came to the aid of an educational colleague (WHYY-TV, that city) when its facilities were put out of commission by a five alarm fire Oct. 4.

Moments after the blaze broke out, general managers Raymond W. Welpott (WRCV-TV), George Koehler (WFIL-TV) and John Schneider (WCAU-TV) offered aid to the Philadelphia public school system, enabling the following day's instructional programming to be aired on schedule.

The move (affecting operational schedules of over 500 public schools) was performed flawlessly and drew strong praise from Superintendent of Schools Allen H. Wetter who said, "this is typical of the sense of responsibility so often demonstrated by the local commercial television stations to the needs of the Philadelphia community."

WHYY-TV resumed full operation by the weekend.

WDBJ wins again

WDBJ-AM-FM-TV Roanoke, has been awarded, for the third straight year, the Douglas Southall Freeman Award for public service through radio journalism by the Virginia AP Broadcasters Assn.

Coverage—spot news and interpretive analyses—of the 1960 Virginia Legislature was the effort that gave WDBJ-AM-FM-TV its fourth victory in the six years of the annual contest.

The award is named for Douglas Southall Freeman, a Richmond historian and editor and pioneer radio commentator who died in 1952.

Does television enjoy freedom of speech?

Will the U.S. supreme court be asked someday to rule on a test case involving freedom of speech on tv?

A Chicago attorney thinks it will—in the face of a ruling by the Illinois Supreme Court Sept. 29. The state body upheld a Chicago Superior Court decision that found tv personality Tom Duggan guilty of contempt of court in 1955. Mr. Duggan, now associated with KCOP (TV) Los Angeles, was convicted for alleged television remarks involving a child custody case in which he figured, while employed by WBKB (TV) Chicago.

Sol R. Friedman, his attorney, has served notice he will appeal the Illinois ruling and, if necessary, carry the case to the U.S. Supreme Court. He held the state decision ignores previous rulings on free speech and press and that the nation's highest court never has been asked to rule on the free speech issue as it involves television.

Mr. Duggan has been sentenced to 10 days in jail and fined $100 because of the alleged remarks made on his WBKB program.

THE UPSURGE IN TV SPORTS

Football helps ABC-TV to catch up

NBC-TV estimated last week that 44.5 million people watched the World Series opener Wednesday (Oct. 5). This is more than half the number who watched Nixon-Kennedy on all three tv networks at a prime evening hour on Sept. 26.

These millions dramatize what's been building up in network sports. This season advertisers will place an estimated $60-62 million worth of sports programming on the three tv networks, or at the least a few million dollars more than the preceding season.

Yet sports programming is costly for the advertiser who, while he pays class C time rates in most instances, is obligated usually to foot the investment—or at least share the bill—for pickups and rights to the sporting event. Networks are high on sports programming, though profit return is low and there's little to no chance to recoup as in film residuals. What they enjoy are the audiences and the competitive edge in the network race for viewers and advertisers.

ABC-TV this season, for the first time, is on the CBS-TV and NBC-TV level in sports billing.

Roughly 1,000 ■ There are now 300-350 hours of sports on each of the networks depending on how the schedule is computed, or a rough total of some 1,000 hours devoted to telecasting sports events. Advertisers are buying national sports telecasts on a scale not realized in the past. For example, the new American Football League on ABC-TV was organized with tv in mind (the league obtained $3,240,000 for rights, or $205,000 for each of the eight franchised cities). The AFL deal accommodates national advertisers as opposed to split, regional sponsorships and hookups.

Gillette, World Series advertiser on NBC-TV along with All-Star games, is the grandaddy sports advertiser. Even it has been surprised by tv's growing impact. Toni, a Gillette division for women's products, had a startling sales response to advertising carried on boxing telecasts (now on ABC-TV). The top sports are baseball, football, boxing and basketball in that general order according to hours of coverage set aside for them at the networks. CBS-TV covered the Olympics last winter and in the summer. Golf, bowling and tennis coverage and programming have become commonplace. Such advertisers as Reynolds Metals, Colgate-Palmolive, Renault, General Motors, Kemper Insurance and General Mills can be found sponsoring sports along with the usual beer, oil and cigarette companies.

A minimum of 40% of all network sports coverage is devoted to baseball, nearly 22% to football, and another 18% to boxing and basketball combined. The other 20% is split up among a number of other sports events.

Networks indifferent to sports billings?

A reminder that pay television could siphon the $62 million worth of billing the networks now enjoy from sports was implied at a sports panel at a Radio & Television Executives Society meeting in New York.

Ned Irish, president of Madison Square Garden, whose organization now feeds live hockey to International Telemeter in Toronto and hopes to deliver other sports to subscription tv, delivered the warning. He charged the networks (with the exception of ABC-TV which telecasts the Saturday night fights in an arrangement with Mr. Irish's organization) and independent stations in multichannel markets, of ignoring sports in prime time and with placing them "in hours which are otherwise not commercially profitable." He also accused tv stations of beating down rights fees while rates continue to rise. He said there will be no alternative but for closed circuit tv and toll tv to provide the outlets for sports revenue other than collected at the gate.

He suggested commercial tv consider placing sporting events on tape and condensing coverage so as to provide entertainment fare for "prime winter time."

Batter up ■ An estimated 44.5 million fans sat in via tv on this opening World Series game Oct. 5 in which the Pirates (shown above at bat) outscored the New York Yankees, 6-4.

KTTV (TV) trying new sports approach

KTTV (TV) Los Angeles has come up with a long range approach to sports programming. Robert W. Breckner, vice president and general manager, announced that the station has lined up a sports package of 37 events, amounting to 100 hours of air time between now and the end of June 1961. The entire package is sold with four advertisers sharing the sponsorship. They are: Morris Plan Co. of California, through Fletcher Richards, Calkins & Holden, San Francisco; Liggett & Myers Tobacco Co., through Dancer-Fitzgerald-Sample, New York; Plymouth Div. of Chrysler Corp., through N.W. Ayer & Son, New York, and Colgate-Palmolive Co., through Ted Bates, New York.

The *KTTV Sports Special* starts with the weekly football games of the teams of the U. of Southern California and the U. of California at Los Angeles and includes basketball (both collegiate and pro), golf, track and sports car races. All events are to be televised live except the USC and UCLA football games which will be taped when played on Friday night or Saturday and broadcast on Sunday of the same weekend. "Experience has shown," Mr. Breckner said, "that collegiate football games, unlike other sports events, get good audiences for taped delayed broadcasts. That's why we're doing them again this year for the third time." Basketball

TRADE UP TO AN AMPEX PR-10

The newest design advance in professional recorders

PR-10-2: Stereo/mono recorder with portable case: $995.00

TRADE IN AT HARVEY RADIO

Call collect for details on trade-in deals

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Harvey has a complete stock on Ampex equipment and parts

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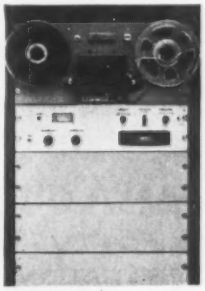
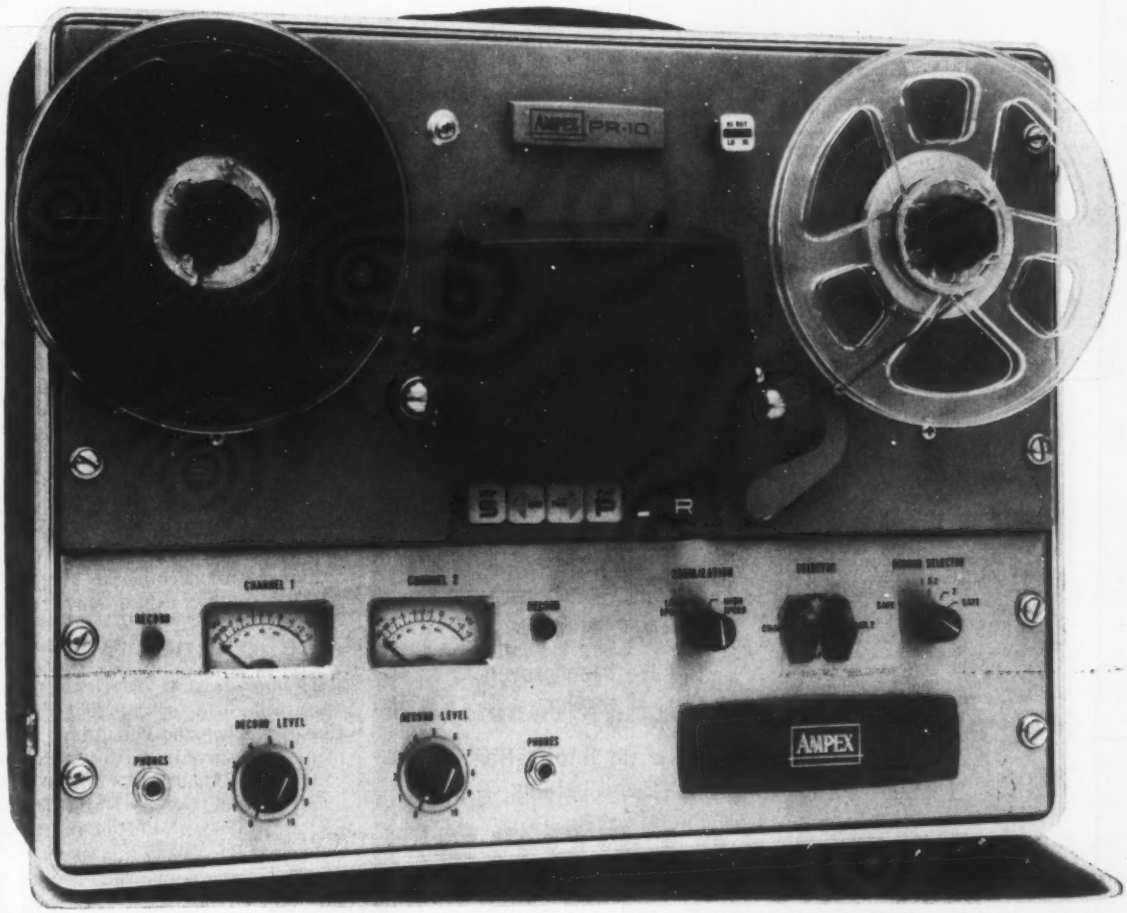
ALL NEW FROM AMPEX

In sound quality, in operating principle and in features, this is the compact professional recorder that will set the standards for all others. New in every detail and Ampex throughout, the PR-10 is all you expect of the name. It is a worthy companion of the big Ampex recorders that make the master tapes of nearly all the recorded performances sold in the world today. To a heritage of excellence, the PR-10 adds the completely new electrodynamic frictionless tape handling system that makes possible studio-quality performance in a compact machine. Your dealer has it. See it operate soon.

FEATURES AND ESSENTIAL DATA **PR-10-2 stereo/monophonic** model records and plays back stereophonic, monophonic, sound-on-sound, cue-track, selective track and mixed or unmixed two-microphone sound • **PR-10-1 monophonic** available full track or half track • Pushbutton controls of professional relay/solenoid type • Full remote control provisions and accessory remote unit • New automatic 2-second threading accessory, optional • All new compact electronics • Professional monitoring includes A-B switches, VU meters, phone jacks and output circuits • Separate erase, record and play heads • 4-track stereo playback optional on open fourth head position • Two speeds with options: 15 and 7½ ips or 7½ and 3¾ ips • Hysteresis synchronous motor • Electrodynamic tape handling for lowest flutter ever in a portable/compact recorder • Plug-in modules for flexibility of equalization and input characteristics • Portable or rack mount • Dimensions for both models: 19" w by 14" h permitting easy replacement of many older rack recorders.



PR-10



Complete descriptive literature available from Ampex. Write Dept. B-1.

AMPEX PROFESSIONAL PRODUCTS COMPANY • **AUDIO PRODUCTS DIVISION** • 934 Charter St. • Redwood City, Calif.

Outstanding Values in Broadcast Properties

Good 250 watt facility in trading center for a rich agricultural area. Station is new in its market. Cash only.

WEST COAST
$55,000

Fulltime station that needs owner-operator. Ideal for young man who wants to get into ownership with only $25,000 cash down.

DAKOTAS
$125,000

Top fulltimer in growing market. Minimum competition. New transmitter. Owner-manager opportunity. $60,000 cash down. Liberal terms.

CENTRAL CALIFORNIA
$215,000

BLACKBURN & Company, Inc.
RADIO • TV • NEWSPAPER BROKERS
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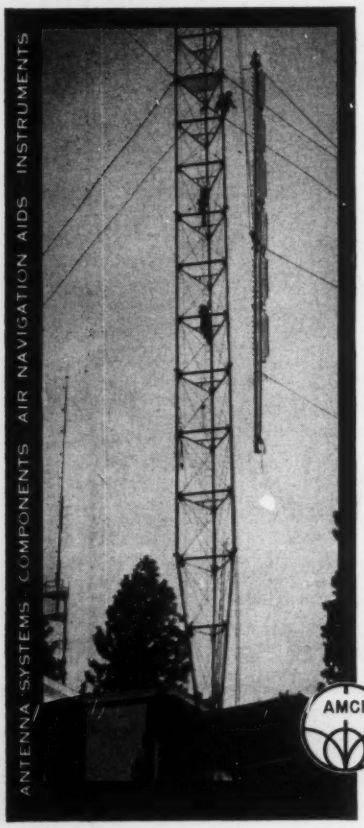

AMCI...

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... have been proven in service.

Write for information and catalog.

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

games did not attract much of an audience when taped and broadcast subsequent to the time of play, so they were not continued after the first experimental season.

To augment the 37-event lineup, KTTV has prepared an auxiliary schedule of events which could be added to it or used to replace one of the scheduled contests which might be cancelled for some reason. This supplementary list includes basketball, football, tennis, swimming, gymnastics, track, golf, softball and bowling.

Changing hands

ANNOUNCED ■ *The following sales of station interests were reported last week, subject to FCC approval:*

▫ WFPG Atlantic City, N.J.: Sold by Jerome Sill and associates to Daniel and Milton Diener for $262,500. The Dieners, who are Washington, D.C., businessmen, own WUST and WJMD (FM) in the nation's capital. WFPG is 250 w on 1450 kc. Broker was Blackburn & Co.

▫ WCUB Manitowac, Wis.: Sold by Joseph Clark to a group of Madison, Wis., businessmen associated at one time with WKOW in that city for $87,500. Buying group includes John Severson, account executive with Nathanson Agency, Milwaukee; E.C. Severson and Otto Sanders, former stockholders in WKOW, and Ben Hovel, general manager of WKOW. WCUB is 1 kw daytimer on 980 kc. Transaction was handled by Hamilton-Landis & Assoc.

AFTRA negotiations

The radio and television networks and other signatories to a contract with the American Federation of Television & Radio Artists are expected to offer their proposals for a new pact with AFTRA during the second session of current negotiations in New York tomorrow (Oct. 11). AFTRA made its proposals at the first session ten days ago (BROADCASTING, Oct. 3). The Screen Actors Guild for the first time is participating with AFTRA in significant areas of negotiation. The present AFTRA contract expires Nov. 15.

Anello lauds waiver

The broadcasting industry received a "deserved vote of confidence" from Congress when the equal-time requirement was waived for this presidential campaign, Douglas A. Anello, NAB chief counsel, told a Nashville meeting of American Women in Radio & Television. He added that many legislators had strong reservations about giving too much discretion to individual broadcasters and said all must show this confidence had not been misplaced.

Emmy handshake ■ NBC-TV's new deal for the Emmy awards telecasts was worked out by Thomas W. Sarnoff (third from right), NBC's vice president for administration on the West Coast, and ATAS executives (l to r) Thomas Freebairn-Smith, executive secretary Los Angeles; Loren L. Ryder legal committee; Harry S. Ackerman, ATAS president; Henry S. White, president of the New York chapter, and Martin Leeds, member of the negotiating committee. The new contract extends NBC's Emmy option through 1965.

Emmy to stick to NBC for five more years

NBC-TV last week extended its hold on the Emmy Awards telecasts through 1965. It paid dearly for the privilege.

The network and the Academy of Television Arts & Sciences renegotiated their existing 5-year contract—which would have expired in 1962—in favor of a new 5-year pact which starts with the 1961 awards. Under the existing contract NBC-TV would have paid a total of $400,000 for the Emmy rights; under the new deal it will pay $1.1 million.

Breaking it down on a per-year basis, the old contract cost NBC-TV an average $80,000 per telecast. The new one will cost an average $220,000. Figuring it another way, the network will pay a premium of $910,000 for the extra three years it gets through the renegotiation—or something over $300,000 for each of the extra three.

In addition to the new pay scale, NBC-TV agreed to provide a substantial increase for promotion and public relations activity for the awards. Harry S. Ackerman, ATAS president, who handled the renegotiation with NBC Vice President Thomas W. Sarnoff (head of administration on the West Coast), congratulated the network for what he called "appreciation of the growth in prestige and added significance" of the Academy and the awards.

ABC-TV had indicated it was interested in bidding for the Emmy telecasts after 1962, as had CBS-TV.

Stewart sues KRAK

William A. Stewart, former program director of the Storz and Star station, has filed suit in California Superior Court for $70,227 damages against KRAK Stockton-Sacramento, Calif., and Manning Slater, station executive, charging he had been wrongfully discharged as director of operations, a post he assumed last Feb. 1.

The suit alleges Mr. Stewart was to receive a salary of $15,000 per year for the first nine months and $17,500 for the next 27 months plus 500 shares of stock in Hercules Broadcasting Co. In addition it is charged the station owes Mr. Stewart $853 for money he had advanced. The suit stated the employment contract was partially written and partially oral.

Code adherence urged

Industrywide compliance with NAB Radio and TV Codes was urged Oct. 1 by G. Richard Shafto, WIS-TV Columbia, S.C., in an address to Alabama Broadcasters Assn. (see BROADCASTING, Oct. 3). Mr. Shafto is a member of NAB Policy Committee. He suggested broadcasters step up contacts with local, state and national leaders.

WANTED: ANNOUNCER

1st class ticket, all night trick. For top adult audience station, Florida metropolitan market.
Also regular d.j. announcer. Prepared to pay for right man. Send tape, picture, resume' to
Box 509-C BROADCASTING

NAB

FALL CONFERENCES . . .

OCTOBER 13-14 (This Coming Thursday & Friday)

ATLANTA—HOTEL BILTMORE

Ray V. Hamilton, Washington, D. C. office, who handles the East and Joe A. Oswald, who covers the South and Southeast, will be registered at the Biltmore Hotel and at the NAB Atlanta Fall Conference Meetings.

We look forward to seeing all our old friends.

OCTOBER 18-19 (Week from tomorrow and Wednesday)

DALLAS—HOTEL SHERATON-DALLAS

DeWitt (Judge) Landis, Dallas Office, who handles the Southwest, and Joe A. Oswald, who covers the South and Southeast, will be registered at the New Sheraton-Dallas and at the Dallas NAB Fall Conference.

We will enjoy seeing you at the meetings or at our nearby Dallas Office to discuss markets and radio-television facilities.

OCTOBER 20-21 (End of Next Week)

SAN FRANCISCO—MARK HOPKINS

John F. Hardesty, San Francisco Office, who handles all the West, has some excellent radio and television investments to discuss.

I will appreciate your calling me at the Mark or at our office at One Eleven Sutter.

Let's all make the most of these meetings.

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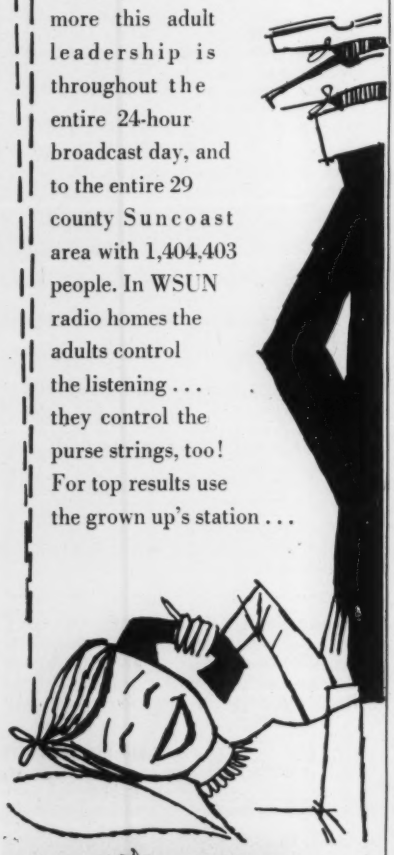
That station has four equal sides - only Grown ups Listen to it!

If having a solid adult audience is square, we're the squarest!

WSUN has the greatest percentage (97.2%) of adult listeners of any station on Florida's west coast. Furthermore this adult leadership is throughout the entire 24-hour broadcast day, and to the entire 29 county Suncoast area with 1,404,403 people. In WSUN radio homes the adults control the listening . . . they control the purse strings, too! For top results use the grown up's station . . .



WSUN 620 KC
TAMPA - ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

International tv festival planned

Tentative arrangements have been made by the National Academy of Television Arts & Sciences to sponsor an international television festival in New York City in either the spring or fall of 1961.

The plan was the unanimous decision of the academy's trustees at their meeting in Phoenix, Ariz., the weekend of Sept. 24. Los Angeles was named the site of the second annual international television festival in 1962.

The imminence of "truly international television" and the exchange of live programs among all nations of the world via satellite reflection point up the significance of holding a festival that will herald the theme of "greater world understanding through international television," declared Harry S. Ackerman, president of the national academy. Purposes of the festival are three-fold: (1) the presentation of program entries from all nations, stressing encouragement of greater international exchange; (2) the presentation of speeches and papers on cultural and technical subjects, setting the groundwork for exchange in these areas, and (3) the opportunity for delegates to study all phases of American tv and for U. S. delegates to inquire into programs and methods which may be useful to them. The first festival director is to be announced shortly.

Media reports

Equipment changes ■ KRLD Dallas has installed a new General Electric 50-kw am transmitter and has relocated its 10-kw fm transmitter to increase its effective radiated power. The am transmitter has been installed at the site at Garland, Tex., 15 miles northeast of its Herald Square studios in downtown Dallas. The 50-kw transmitter it is replacing will go on a standby basis. The GE fm transmitter, in operation since 1948 at the Garland site, is being moved to the station's tv plant at Cedar Hill, Tex., 20 miles southwest of the studio. Its antenna is being placed atop the tv antenna platform, increasing the effective height from 465 to 1,680 feet. The ERP is being raised from 40 kw to 59 kw.

Radio aids tv ■ WYSL Buffalo has conducted an intensive campaign to help WNED-TV Buffalo, New York State's only operating educational tv station. WYSL reports it cleared its schedule of all other public service announcements to give saturation treatment to the etv drive. Testimonials by the city's mayor and other civic leaders were featured.

Blair branch moves ■ The St. Louis office of The Blair Co. moves to larger quarters today (Oct. 31). It will be located in the Paul Brown Building at 818 Olive St., with 50% more space. The new phone number is Garfield 1-5262.

Many thanks ■ WDBO-AM-FM-TV Orlando, Fla., was so swamped with mail congratulating the Cherry Broadcasting outlets on their service during Hurricane Donna, that the stations took an ad in the Orlando papers proclaiming "Our thanks for your thanks." The newspaper advertisement quoted letters of praise received from listeners and viewers.

Wins injunction ■ KQBY San Francisco has won an injunction against KABL Oakland, Calif., preventing the latter from using such phrases as "I Q Radio," and "America's First Family of Fine Music Stations." The preliminary injunction was issued by Alameda Superior Court Judge Cecil Mosbacher. It enjoins KABL from using these phrases until the outcome of a trial in KQBY's $1 million suit against KABL. The suit charges that KABL is using KQBY's advertising slogans developed to announce the change of call letters from KOBY to KQBY.

RPI clients ■ Four additional stations have signed for Radio Press International's voiced news service. They are WRFD Columbus, Ohio; WFBL Syracuse, N.Y.; WWNH Rochester, N.H., and KSTT Davenport, Iowa.

Etv gift ■ WOR-TV New York made a gift of $10,000 to New York U. for use in the completion of a closed circuit tv operation at the College of Dentistry. At the same time, it was announced that WOR-TV will create and produce a series of dramatic, documentary programs relating to the history of dentis-

'Come and get me'

WHEN Syracuse's assistant news director Richard Horstmann scored a scoop when a friend, former Syracuse policeman Raymond Rogers, telephoned him and said, "Come and pick me up, I want to surrender." Mr. Rogers was sought by police for questioning in a local law enforcement probe and had been the object of a 13-state police search for several days. Mr. Horstmann sped to the hide-away scene outside of Syracuse and drove Mr. Rogers back to the city. Mr. Rogers was taken into custody by police—and Mr. Horstmann had his exclusive story for the WHEN audience.

NEW Look! NEW Picture Quality! NEW 4½ inch I.O.

. . . the First All-New TV Studio Camera in 8 Years!

RCA's new monochrome television camera Type TK-12 is new in every sense of the word . . . including startling new improvements in picture quality, significant new savings in operating costs and manpower, new features that help you sell!

4½ INCH IMAGE ORTHICON. This new camera uses a larger image orthicon picture tube—4½ inches in diameter. The 50 per cent greater tube size makes it possible to obtain far better picture detail than has been possible before.

FUNCTIONAL STYLING. A "new look" to identify this camera with the "new picture" has been given the TK-12, in the form of a distinguishing keystone shape. Functional in advantage, too, it provides space for an 8½ inch view finder instead of the usual 5 or 7 inch.

NEW SAVINGS IN OPERATION. High stability and reliability coupled with a brand new control concept, permit a single video operator to handle as many as six cameras. For the normal run he need be concerned with only two operating controls per camera.

ONE MINUTE WARM-UP. Camera set-up is the easiest ever! Turn it on and in one minute the picture is there. Quality pictures "snap in" each time you turn on camera.

THE BEST PICTURE IN TOWN! The extremely sharp picture, the beautiful rendition of gray scale and freedom from halo effect make this camera ideal for both "live" broadcast and TV tape recording.

Ask your RCA Representative for complete information. Or write to RCA, Broadcast and Television Equipment Division, Dept. MB-22, Building 15-1, Camden, N. J.

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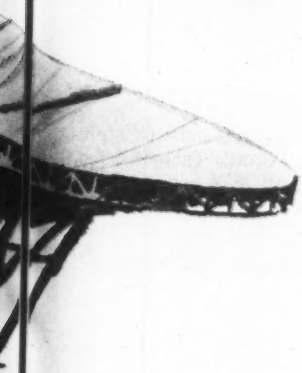
The Most Trusted Name in Electronics

RADIO CORPORATION OF AMERICA

This mark identifies modern, dependable steel.
Look for it on consumer products.

The world's biggest radio telescope



This is an artist's concept of the world's biggest radio telescope. This giant telescope will use radio waves to locate objects that are billions of light years out in space. The dish-shaped mirror will be 600 feet in diameter—about the size of Yankee Stadium. It will be the biggest movable radio telescope the world has ever known.

As you'd imagine, it is going to take a lot of material to build an instrument this size. The American Bridge Division of United States Steel, as a major subcontractor, is fabricating and erecting 20,000 tons of structural steel for the framework alone. The U. S. Navy, through the prime contractor, is supervising the entire job. When it's completed, there'll be a power plant, office buildings and personnel facilities for a permanent 500-man crew. The site is near Sugar Grove, West Virginia.

United States Steel produces many materials that are essential for construction: structural carbon steel; high strength steels; alloy steels; stainless steels; steel piling; steel drainage products; cements; slag; reinforcing bars; welded wire fabric; wire rope; steel fence; electrical cable; and other allied products.

The most important building projects in our nation depend on steel.

USS is a registered trademark

USS United States Steel

WITHIN A STONE'S THROW OF COMMUNICATIONS ROW!

One of New York's most desirable locations

MADISON AVENUE AT 52nd STREET

A Bigger and Better

Berkshire HOTEL

Just steps from anywhere... now with 500 individually decorated rooms and suites — and completely air conditioned.

The magnificent new

BARBERRY

17 E. 52 St.

Your rendezvous for dining deliberately and well... open every day of the week for luncheon, cocktails, dinner, supper.

PLAZA 3-5800 • TWX: NY 1-138

To tell the truth

During a hassle over who had released secret expense account figures to the press, one of the Toronto Transit commissioners involved offered to take a lie detector test. Neil Thomas, newsman with CHUM Toronto, offered a free test to all commissioners who wished to submit to it. Only one accepted. Mr. Thomas accompanied him to a private detective's office. Interviews with the principals and reports on the test were carried hourly on CHUM while staff members kept the story exclusive by misleading newspaper reporters who trailed the commissioner and the newsman. The commissioner passed the lie test and the story was carried only on CHUM.

try, which would be telecast by WOR-TV and other RKO tv stations, and eventually will be offered to other stations as a public service. The series would also launch the full operation of the closed circuit tv system serving 650 dental students. The opening program of the series is expected to go on the air early in December.

On to Pago Pago ■ There is no tv in the seven-island territory of Samoa, but its 20,000 population will see their first tv shows this fall through a request by M. T. Hollingsworth, superintendent of education for the government of American Samoa at Pago Pago, for films of the *Our American Heritage*, NBC-TV series of historical dramatizations starting its second season Oct. 21. Films of two of last season's programs, "Divided We Stand" and "Shadow Of a Soldier," have been supplied by the Equitable Life Assurance Society of the U.S. in cooperation with its agency, Foote, Cone & Belding; NBC-TV, and Milberg Enterprises Inc. Mr. Hollingsworth is showing the films in the schools of each island, with the territory's adult population invited to attend.

Student service ■ News Assoc. Inc., Washington, audio news service, will cooperate with the U. of Maryland for the third consecutive year to give senior journalism students a chance to spend an average of two hours weekly getting practical experience. Special radio-tv news techniques will be covered as well as those which parallel news needs of other media.

From KFBI to KIRL ■ KFBI Wichita, Kans., next Monday (Oct. 17) will change its call to KIRL with the inauguration of a new program format and the addition of five new disc jockeys to the station's staff. KIRL's owners, Charles (Buddy) Rogers and his wife, Mary Pickford, will hold a reception at the station 5-8 p.m. with Gov. George Docking, classmate of Mr. Rogers at the U. of Kansas, and Wichita city officials among the 300 invited guests, along with executives of national advertising agencies.

New handle ■ Radio-Tv Reports Inc. is the new name of the national monitoring firm formerly known as Radio Reports Inc. founded in 1936. David Fins, president, making the announcement at company headquarters in New York, said Radio-Tv Reports has set up a department of advertising services under Miss Dawn Ruby. Radio-Tv Reports has eight branches across the country offering photo-texts of commercials, kinescopes in 100 markets, program and commercial photographs, film conversions from kine and a commercial library. Home offices are at 16 W. 46th St., New York 36.

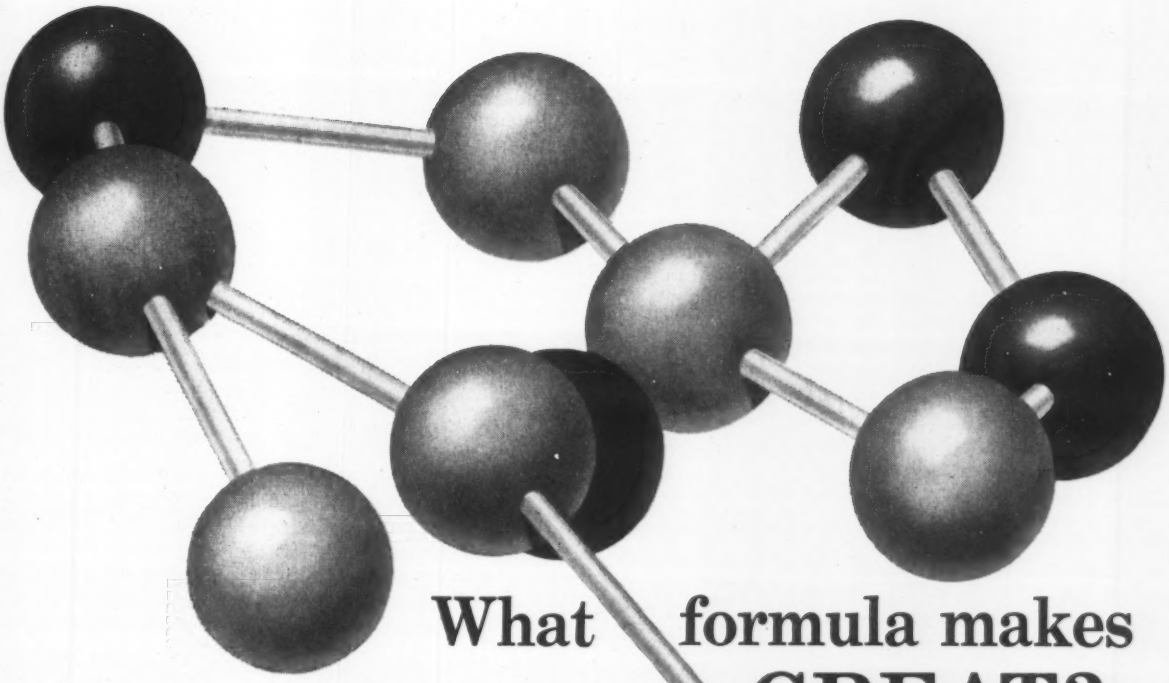
West Coast merger

Day-Wellington Inc., radio-tv representative in the Seattle-Tacoma area, and H.S. Jacobson & Assoc., radio-tv representative in Portland, Ore., area have become associated for combined representation in the Pacific Northwest. According to the firms, this affiliation will make possible complete representation of their respective lists of radio and tv properties in both markets.

KBTO's coverage

KBTO El Dorado, Ark., has drawn praise of spokesmen in government and local circles and from other radio-tv sources for its method in reporting the recent Moscow trial of U.S. pilot Francis Powers. Throughout the proceedings, KBTO presented *Viewpoint: the Powers Trial*, based largely on taped pickups from Radio Moscow, British Broadcasting Corp., Voice of America, U.N. Radio, Radio Australia, Radio French Africa and the Armed Forces Radio Service. On the day of the verdict, the 90-minute program included a 30-minute segment recorded in the courtroom by Radio Moscow.

According to KBTO, Henry Loomis, director of broadcast services for the U.S. Information Agency, has suggested that other stations "could educate their countrymen very usefully and clearly by this technique." Roy Harlow, of BMI, said that *Viewpoint* "was a forceful and important service to your listeners." Newspapers in KBTO's area were equally complimentary in reporting on the series.



What formula makes a company GREAT?

A company like Standard Oil has many chemical formulas, but none of these is *the one single formula* that makes a company great. That formula is people—men who view obstacles as a challenge, who see opportunities where others see problems, who create something of value out of adversity, who give more than a full measure of themselves.

Charles E. Quinn is an outstanding example. Matter of fact, he was making his own living when he was 13 years old. Then in 1925 he joined Standard Oil and soon after attended one of Standard's early training schools for salesmen.

From the beginning, Charles Quinn clicked at Standard. Company training helped him to learn sound business practices. To this, he contributed ingenuity and enthusiastic hard work—a formula for progress that is difficult to beat.

As you might expect, his superiors kept an eye on a young fellow who was doubling, tripling, and quadrupling former sales records. Soon he was made an assistant division manager.

It was a new challenge for Charlie. He had little formal education, but this did not stop him. Through his work at Standard Oil and by studying on his own, he acquired knowledge of law, financing, real estate, labor relations, distribution, marketing—every phase of business. He showed a remarkable grasp of creative management techniques that was to serve him well in years to come.

Today, Charles Quinn, as Manager of the Central Region with headquarters in Chicago, supervises 1700 people and is responsible for a sales volume running into many millions of dollars.

We are proud that Standard attracts and holds so many men of Mr. Quinn's caliber. You'll find them in research, sales, refining, production . . . throughout the company.

Their formula is ingenuity, hard work, customer service and the desire to forge ahead. This is the formula that brings success. It is the reason why you—our customers—get unsurpassed products and service. For Charlie Quinn, and all the others like him, know that well-satisfied customers are the most important element in any formula for greatness. That is why we can say—You expect more from Standard...and you get it!

Charles E. Quinn started at Standard in the sales department 35 years ago. His pride in his company and his desire to give customers better service are typical of Standard employees. They are the secret of his success and ours, too.

STANDARD OIL COMPANY
(INDIANA)

THE SIGN OF PROGRESS...
THROUGH RESEARCH

KEZI-TV target date

KEZI-TV Eugene, Ore., expects to go on the air Nov. 15, according to Mervin A. Krenk, general manager. The station will be represented nationally by the Meeker Co., in Oregon by H.S. Jacobson & Assoc. and in Washington by Day-Wellington. An ABC-TV affiliate, KEZI-TV will be on ch. 9 with 316 kw video and 158 kw audio from an antenna 1,570 feet above average terrain, 252 feet above ground and 2,302 feet above sea level. Its studio-offices will be located at 2225 Coburg Hills, Eugene. KEZI-TV is owned by Liberty Tv, whose president is Donald McDonald, an orchard operator.

Etv in Kansas City

An educational tv station is slated to begin this fall on ch. 19 in Kansas City. KCSD-TV, operated by the Kansas City School District (whose educational telecasts have been carried by the city's three commercial stations for the past three years), will begin with 4½ hours of programming daily. Plans are to build to seven hours. General Electric has been awarded the contract for transmitting and broadcasting equipment. It calls for installation of an antenna and transmission line, one-kilowatt transmitter and associate equipment and control-room facilities including two image-orthicon cameras, two 16-mm film projectors and one slide projector. The new station's educational telecasts will be available to the district's 68,000 students, according to the head of the etv project.

EQUIPMENT & ENGINEERING

GLOBAL TV IN FOUR YEARS?

Three stationary satellites would sit over equator and act as active repeaters

Before last week's Courier I-B was even calculated to be in orbit, there was talk of the U.S. Army's Project Advent. This is the plan to put into 22,300-mile-high orbit in four years, three active repeaters which would sit "stationary" over the equator.

This would bring, it was emphasized, true instantaneous global communications, including broad-band capabilities for television and other wide-band services.

A fourth such "stationary" satellite, in a polar orbit, would complete a world-wide space radio relay network unmatched by any earthbound facilities, it was pointed out (BROADCASTING, Oct. 3).

The 51-in., 500-lb. Courier I-B went into 602-752 mile-high orbit on Oct. 4. It was launched from Cape Canaveral, Fla., using a Thor-Able-Star rocket as the vehicle. It is the same payload which was destroyed last August when the rocket exploded in the air (BROADCASTING, Aug. 22).

The Courier satellite, being used as a delayed voice and teletype repeater, is given an expected life of about one year. It is different from the Echo balloon satellite which works as a passive reflector in that Courier receives and transmits as much as 340,000 words in every five-minute pass over a ground station. Ground stations are at Fort Monmouth, N.J., and at Camp Salinas, Puerto Rico.

Courier is traveling at the rate of 18,000 miles-per-hour.

When the orbiting message station comes within line of sight of a ground-facility, a coded command signal triggers one or all of the five miniaturized, transistorized tape recorders on board. It spills its traffic at the rate of 68,000 words per minute. The satellite can simultaneously receive messages at the same rate.

The sphere is covered with 19,200 solar cells to recharge the nickel cadmium batteries from the sun's rays. Its electronic equipment, totaling 300 lbs., includes four uhf transistorized transmitters and receivers as well as the five tape recorders.

In its first two days of life, the repeater was used to transmit messages by President Eisenhower, Secretary of the Army Wilber M. Brucker, and the Associated Press and United Press International.

Courier's electronics payload was built by Philco Corp.; ground stations by IT&T.

Echo meanwhile continues in its 1,000-mile-high orbit, but its life expectancy has been calculated at about one year. This is due to the slight pressure of the sun's rays, it was explained, which forces the 10-story-high aluminized radio reflector towards the earth at the rate of 3½ miles per day. Echo was launched by the National Aeronautics & Space Administration last August (BROADCASTING, Aug. 15).

Technical topics

New addition ■ Collins Radio Co. is constructing a $1.4-million addition to its Cedar Rapids, Iowa, manufacturing plant. It will reportedly occupy 80,000 square feet on the ground level and more than 20,000 feet on the upper level. Target date for occupancy is April 1, 1961. The new facilities will be used primarily for manufacturing operations. The addition will bring the ground area of Collins' manufacturing building to nearly 10 acres. Alpha Corp., Dallas, a wholly owned subsidiary of Collins, is handling the construction. Construction was begun in August on a 38,000-square-foot addition to the company's engineering building which will serve as a data processing and equipment display center.

Compendium ■ Motorola Semiconductor Products Inc. has issued a 200-page handbook on power transistor theory, design and application. The book contains over 200 drawings and charts, plus numerous design problems and solutions. Mechanical, electrical and thermal characteristics are comprehensively covered. Motorola recommends the book as either an introduction to power transistors or as a reference work on them. Copies are available for $2 each from any of the Motorola Semiconductor Products distributors in major cities or from the Technical Information Center, 5005 E. McDowell Road, Phoenix, Ariz.

Automatic Conelrad programmer ■ Rust Industrial Co., Manchester, N.H., announces availability of a new automatic Conelrad programmer that provides a complete alert cycle for radio stations by either push button or remote control. Called the Rust Automatic Conelrad Programmer, the unit functions via a five-second interval on-off mechanism with a 1,000 cycle tone for 15 seconds. It operates with little or no maintenance, having no vacuum tubes or transistors. Size: 3½ inches high, 19 inches wide.

Luxury 'liner' ■ International Video Tape Recording & Production Inc. (IVT), Beverly Hills, Calif., has launched its first $350,000 video tape "Liner" mobile unit. Equipped with four new 4½-inch image orthicon Marconi tv cameras, the 50-foot vehicle will also carry two intersync-equipped compact Ampex vtrs, complete audio facilities, a custombuilt video switching system and special effect picture processing equipment. A 50-kw stabilized power generator permanently installed aboard makes the Liner completely self-sustaining, capable of shooting video tape productions while in motion, on loca-

tion or at various studios. Eight tons of air conditioning has been incorporated in it for the comfort of clients and personnel.

SMPTE award ■ A paper on "Synthetic Highs, an Experimental Tv Bandwidth Reduction System," has won the 1960 journal award of the Society of Motion Picture & Television Engineers. The award, a certificate given annually for original papers published in the *SMPTE Journal,* has been offered to Dr. William F. Schreiber, formerly with Technicolor Corp., Hollywood, and now an associate professor at Massachusetts Institute of Technology; Christopher F. Knapp, and Norman D. Kay, both Technicolor researchers. Presentation is to be made at the SMPTE's Fifth International Congress on High-Speed Photography Oct. 16-22 in Washington, D.C.

Honored ■ Crosley Broadcasting Corp., Cincinnati, was awarded a plaque by General Electric for its contribution to the development of the supersensitive color camera tube which permits low light level telecasting. The image orthicon tube, which won a 1960 Emmy Award, makes possible colorcasting with no more light than is needed for black and white. Howard Lepple, Crosley's chief engineer, worked with Howard Clark of GE in finding commercial application for a supersensitive camera tube which GE had been researching for the military.

New plant for RCA ■ RCA has opened a new plant in Mountaintop, Pa., capable of producing several million transistors and other semiconductors a month. Its product line will include both germanium and silicon devices in the low, medium and high power ranges for use in navigational equipment, industrial controls, mobile communications, space satellite and ballistic missile instrumentation and electronic power supplies, among others.

Airborne etv exhibit ■ Adler Electronics Inc., New Rochelle, N.Y., plans an action display showing how educational tv programs beamed from the Stratovision aircraft can be received in fringe areas and beyond for its exhibit at the National Assn. of Educational Broadcasters convention in San Francisco Oct. 18-20. The display will show the expected coverage area of the airborne transmitters which employ translators to broaden the midwest etv receiving area. The plane will circle at 22,000 feet in the area of Lafayette, Ind. The translators, which will also be on exhibit, pick up tv signals off the air and convert or translate them to a different channel for rebroadcast.

Sustained space voice ■ RCA, Harrison, N.J., says innovations in its "pencil tube" triode should keep earth satellites "talking" more than 25,000 hours. The pencil tube program, under development for several years by the RCA Electron Div. microwave tube department, is sponsored by the U.S. Army Signal Research & Development Lab at Fort Monmouth, N.J.

RCA's Schade honored ■ The Society of Motion Picture & Television Engineers' Progress Medal Award for 1960 will be presented this month to Otto H. Schade, staff engineer at Radio Corp. of America, Harrison, N.J. Mr. Schade is being honored for his technical contributions to the progress of engineering phases of the motion picture and tv industries. The medal will be presented to Mr. Schade during the Fifth International Congress on High-Speed Photography, Oct. 16-22 at the Sheraton Park Hotel in Washington, D.C. The Congress is sponsored by SMPTE.

RCA equips ■ Five tv tape recorders have been shipped by RCA, four are black-and-white—one each to WTVD (TV) Durham, N.C.; WTEN (TV) Vail Mills, N.Y. (Albany); WAFB-TV

Now—EASTERN'S Flying Freighters offer

OVERNIGHT DELIVERY

New York—Miami—San Juan
New York—Atlanta—New Orleans—Mobile—Houston
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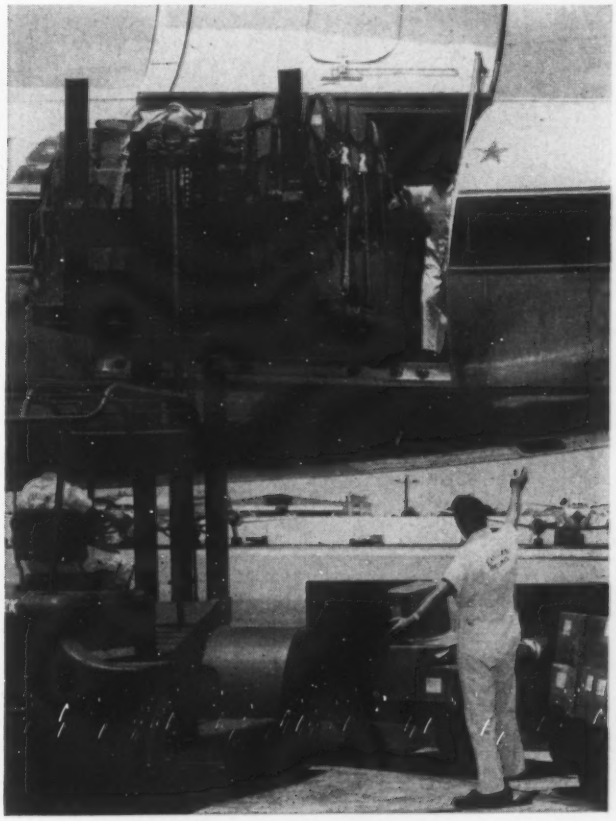
- Reserved space on every Freighter flight.
- Pressurized and temperature-controlled.
- Flights daily except Saturday and Sunday nights.
- Pickup and delivery service available.

In addition, Eastern offers freight space on over 400 daily passenger flights—including DC 8-B Jets and Prop-Jet Electras—to 128 cities in the United States, Canada, Bermuda, Puerto Rico and Mexico.

For Information and Freight Reservations, call your Freight Forwarder, Cargo Agent or Eastern Air Lines.

EASTERN AIR LINES



WESTERN ELECTRIC AND

TEAMING UP on the production line, these employees help turn out modern crossbar dial switching equipment at Western Electric's new manufacturing plant in Columbus, Ohio. Production began here in April, 1960, and in September, 1960, the Columbus Works—with nearly 4,000 employees on the payroll—shipped its 8,000th frame of crossbar equipment.

COLUMBUS, OHIO

Today a little more than a year old, Western Electric's new manufacturing plant in Columbus is already an important producer of dial telephone switching equipment for the Bell System.

Western Electric has discovered Columbus! And its new plant located on a 250-acre tract at the eastern edge of the city attests to the importance of that discovery. For this is a major plant with 1.6 million square feet of space and a total of almost 37 acres under roof.

The people of Columbus bring to us many highly-developed skills and talents to help us make dial telephone switching equipment for the Bell System. And Columbus –a widely recognized educational and cultural center– affords our employees the fullest opportunity to advance in their work and in their aesthetic, social and civic lives.

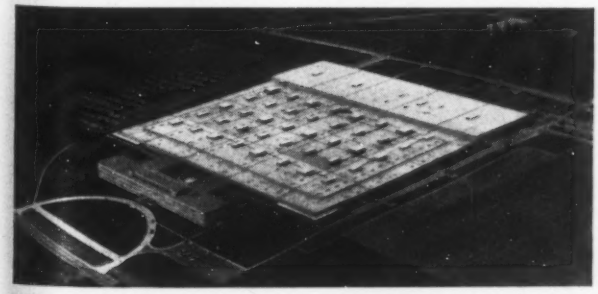
Columbus, too, is benefiting from our discovery – through the many jobs our work here creates, the payrolls spent with local merchants, the taxes we pay, and the many ways we and our employees have become an integral part of the community.

Columbus is enjoying a dynamic period of economic vitality and industrial growth. We at Western Electric are honored to be one of its new neighbors–and we're looking forward to many rewarding years of progress together.

Besides Columbus, Western Electric has 12 other principal manufacturing locations, where we also make hundreds of different telephone products for the Bell System and a variety of other products for the Government, principally for national defense. Last year we purchased over a billion dollars' worth of raw materials, products and services from our more than 35,000 suppliers located in every State of the Union. Of these, 90% are "small businesses." The things we make and buy are distributed to the Bell telephone companies through Western Electric distribution centers in 32 cities.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

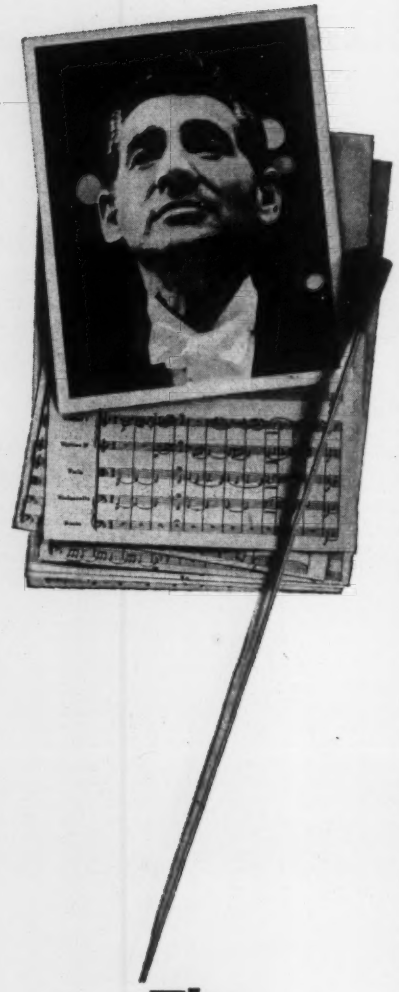


NEW WORKS of the Western Electric Company in Columbus, in a nation-wide competition, was named one of the top ten plants built in 1959. The citation reads, in part: "A progressive example of conservative design, Western Electric's huge plant is a marvel of planning for the present and future . . . It meets the challenge of providing a dynamic working environment for a giant workforce."

W.E. RESIDENT PURCHASING AGENT, Donald L. Stone (right), discusses hydraulic Multipress ready for delivery to W.E. with Edwin L. Fouse, Vice President, Denison Engineering Div., American Brake Shoe Co. . . . just one of our more than 2,000 suppliers throughout the State of Ohio.

CHAMBER OF COMMERCE (Columbus Area) president, Paul L. Jones, sums up the community's attitude toward W.E.'s new Columbus plant: "We consider Western Electric one of our most valuable industrial citizens. Its important economic, social, and civic contributions to our area are most welcome."

UNITED APPEAL FUND Executive Director, Robert C. Hicks (right), presents plaque to W.E. United Appeal committee members, Dorothy Neely and Jack Gibbons, in recognition of the third consecutive year that Western's Columbus employees have had over 90% participation in the U.A. drive.



THE NEW YORK PHILHARMONIC

Possibly there is no program anywhere on the air about which the audience feels more deeply than this one. The Philharmonic, under Leonard Bernstein, is in its 31st consecutive year on CBS Radio. The 31st year in which listeners hear what many believe to be the world's greatest orchestra. In all radio the New York Philharmonic is the kind of company you keep . . .

ONLY ON CBS RADIO

Baton Rouge, and to Brigham Young U. in Provo, Utah—and a fifth, a color recorder, to Walter Reed Hospital in Washington. A 50-kw transmitter went to WLBW-TV Miami.

Ampex distributor ■ Harvey Radio Co., N.Y., distributor of electronic products, has been appointed exclusive distributor of Ampex Professional and Instrumentation Tape and Ampex Videotape in Metropolitan New York, lower Connecticut and northern New Jersey. A new sales department has been organized, which is headed by Thomas B. Aldrich, formerly industrial sales manager of Presto Recording Corp. Harvey Radio is located at 103 W. 43rd St.

Boiling Spring project ■ Reeves Broadcasting & Development Corp., N.Y., has purchased for $780,000 the 16,000-acre Boiling Spring Lakes recreational and residential land development project located between Wilmington and Southport, N.C. The property includes ocean frontage as well as 50 spring-fed natural lakes. Construction has started on a dam that will create the first of five deepwater lakes. The 20 million gallon-daily flow of water from Boiling Spring will provide water for the entire community. Building lots for recreational and residential development will be offered on a national basis.

Army man sees no advantage in tint tv

There's no "significant" difference in the advantages of color versus black-and-white television for instructional purposes, the Army pictorial division's audio-visual applications office has concluded after analyzing the results of a test begun about a year ago.

Dr. Joseph Kenner, psychologist and head of the audio-visual unit, told an Army-sponsored educational tv conference in Arlington, Va., that findings from prolonged comparisons in the use of color and black-and-white between two groups of soldiers do not warrant additional Army expenditures on color tv for instructional purposes.

Dr. Kenner also ventured the personal opinion that, based on his findings, he is not convinced that color television can be more effective in tv commercials than black-and-white. "I wish I had $25,000 to pay to someone who can prove to me that color television is more effective than black-and-white in advertising," he said.

The Army psychologist reported the experiments were carried out at Fort Monmouth, N.J., and Redstone Arsenal, Ala., in equipment maintenance schools over periods of around 90 days at each place. An Army mobile tv unit transmitted instruction courses in color tv and black-and-white by closed-circuit simultaneously to two groups of equipment maintenance trainees of about 40 men, each group evenly matched as to aptitudes. The 50-minute instructional periods covered equipment maintenance courses of 10-12 hours each and were repeated three times at 90-day periods at both Fort Monmouth and Redstone Arsenal. The trainees received the tv instruction courses two to three times weekly.

Where wires, instruments and other important parts of equipment were of different colors the instructors told the trainees watching the black-and-white transmissions their true color, Dr. Kenner said. Tests on the instruction courses were of the multiple choice type.

After the instruction tests on maintenance of Signal Corps equipment at Fort Monmouth, the Army decided to hold the second tests at Redstone Arsenal because color is used to a greater extent to distinguish the various parts of missiles and rockets. In both cases it was found the differences in color tv and back-and-white were too small to justify the use of color, Dr. Kenner said.

He acknowledged, however, that the Army Medical Corps is sold on color tv for instruction purposes and has been using color for nearly 10 years.

Dr. Kenner received his doctorate in psychology at New York U. in 1951 and has served as a psychologist, testing audio-visual services, in the Air Force and in the human resources research office at George Washington U., Washington, D.C.

Set sales, production running ahead of '59

Production of television and radio receivers climbed back to normal levels in August, following July factory vacation shutdowns. Retail sales in both categories moved forward also, with radio sales taking a sharp leap upward to 794,608, the highest figure since January.

Production and sales figures for eight months of 1960, as released last week by the Electronic Industries Assn., are as follows:

Period	Television	Radio
	PRODUCTION	
Jan.-Aug., '60	3,694,184*	10,463,285**
Jan.-Aug., '59	3,680,520	8,946,044
	SALES	
Jan.-Aug., '60	3,479,731	5,246,329†
Jan.-Aug., '59	3,126,981	4,357,421†

* Includes 286,297 tv with uhf, compared with 234,312 year previous.

** Includes 3,991,961 auto radios and 573,367 fm radios, compared to 3,434,345 auto radios and 290,862 fm radios year previous.

† Excludes auto radio.

FATES & FORTUNES

Broadcast Advertising

Ralph E. Keller, president of Zimmer, Calvert & Keller, Detroit advertising agency, named board chairman. He has been president since 1949 and has been with agency for nearly 40 years. **Harry W. Calvert** succeeds Mr. Keller as president and **A.H. Ritter,** agency vp, promoted to executive vp.

MR. TIBBETTS

Hubert M. Tibbetts, vp and general manager, Salada-Shirriff-Horsey, N.Y., joins Lennen & Newell, that city, as senior vp and management account supervisor. Mr. Tibbetts, who will head Best Foods Div.-Corn Products Co. account, was formerly with advertising and marketing division of Lever Bros., as product group marketing manager.

Charles M. Skade, senior vp of administration at Fuller & Smith & Ross, N.Y., elected treasurer.

Ruth Downing, Helen Klintrup and **Harriet Rex,** copy group heads, J. Walter Thompson Co., N.Y., elected vps.

Emery E. Dobbins, senior vp and Eastern Div. manager of The Buchen Co., with headquarters in South Orange, N.J., appointed managing vp of division, with headquarters in New York. Agency also announces change of name to Buchen Adv.

Robert C. Jamrozy, formerly media buyer at Kenyon & Eckhardt, Detroit, joins N.W. Ayer & Son, that city, as media representative on Plymouth-De Soto-Valiant.

Stanley Kohlenberg, formerly account executive at L.W. Frohlich, N.Y., joins Smith/Greenland, that city, as account and marketing executive.

Raymond L. Simmons to Grant Adv., Chicago, as account executive.

MR. SLOAN

Michael Sloan, formerly vp and account supervisor at Botsford, Constantine & Gardner, San Francisco, joins Ogilvy, Benson & Mather, that city, as account executive. New account executives in Ogilvy N.Y. office are: **Walter Stone,** formerly with Compton, and **Henry P. Bernhard,** from *Life* magazine. **Al Loomis,** formerly of McCann-Erickson, joins agency as traffic and production manager.

Larry H. Rubin, formerly merchandising director at Gordon Best Co., Chicago, to Burton G. Feldman Inc., that city, as vp.

Robert Penninger and **George McLaren** join Chicago office of Compton Adv. as media buyers. They held similar positions at Kenyon & Eckhardt & Wade Adv., respectively.

MR. DEARBORN

James A. Dearborn, account supervisor at Kenyon & Eckhardt, N.Y., appointed assistant to agency president, D.C. Stewart. Mr. Dearborn, who will assist Mr. Stewart in activities of company offices and on special account management operations, joined K&E in 1956, and was elected vp in 1957. **Burt Avedon,** managing director of K&E's Mexican operations, appointed vp in charge of west coast operations. **William Miller,** formerly manager of J. Walter Thompson Co., Mexico City, succeeds Mr. Avedon as managing director of Mexican activities.

James C. Shelby, formerly tv-radio director at Joseph Katz Co., N.Y., joins Campbell-Ewald, Detroit, as tv-radio account supervisor. He will service General Motors, Firestone, United Motors, National Bank of Detroit and Goebel accounts.

Arthur Stangby, formerly media manager for S.C. Johnson & Son, Racine, Wisc., joins Ted Bates, N.Y., as account executive. **Paul G. Indorf,** formerly copy chief at Street & Finney, N.Y., joins Bates' copy department.

Walter O. Briggs, formerly account executive at Cunningham & Walsh, Detroit, joins MacManus, John & Adams, Bloomfield Hills, Mich., as assistant account executive in consumer products group.

MR. HALSTEAD

Donald Halstead, vp and group supervisor, J.M. Mathes Inc., N.Y., named secretary of agency. Mr. Halstead, who joined Mathes in 1936, became account executive in 1947. He will continue current activities in addition to his new responsibilities.

William G. Lee to farm group copy staff at Aubrey, Finlay, Marley & Hodgson, Chicago.

James Cerbone, formerly advertis-

Garry Moore

Moore fun. That's just what happens every Monday-through-Friday when Garry and Durward Kirby blend their special brand of informality and wit. Millions of listeners find Garry Moore immediately and immensely likable. No wonder sponsors find any friend of Garry's is a friend of theirs! In all radio Garry Moore is the kind of company you keep

Only on CBS Radio

ing director and associate publisher of *Modern Bride* magazine, appointed executive secretary of League of Advertising Agencies.

Alfred B. Rosman, Bette Boyle and **Charles W. Feinstein** join I.M. Kipnes Adv., Phoenix, Ariz., as account executive and head of market research and sales promotion, creative director, and member of copy department, respectively.

Donald Murray Jr., formerly with The Kudner Agency, N.Y., as account executive on Goodyear Tire & Rubber Co., to Howard H. Monk & Assoc., Rockford, Ill., as account executive.

Champ C. Humphrey and **William L. Spencer** elected executive vps at Gardner Adv., St. Louis. Messrs. Humphrey and Spencer, board members, currently are in charge of account services and creative director, respectively. Other new vps: **Mrs. Josephine Walsh, Theodore O. Simpson** and **Robert R. Riemenschneider.**

MR. HUMPHREY

MR. SPENCER

George Kalfain, account assistant at Fuller & Smith & Ross, N.Y., promoted to associate account executive.

Harvey M. LaTerre, formerly of NBC, joins Ogilvy, Benson & Mather, N.Y., as media supervisor and **Robert Crozier** and **William Hogan** join agency as art directors. Mr. Crozier comes from Kudner, Mr. Hogan from Compton.

Raymond V. Kimrey appointed regional sales manager for Pillsbury Co.'s Midwest Grocery Products Div., succeeding **Frank Joyce** who transfers to West Central Div. as assistant regional manager.

John F. White Jr. and **Ed A. Leary** join Grant Adv., N.Y., as account supervisors on Monarch wine and Landers, Frary & Clark, respectively.

Joe Havens, formerly art director at BBDO, Boston, joins Kenyon & Eckhardt, that city, in similar capacity.

Gordon F. Buck, previously consultant for Roth Bros. and its subsidiary agency, Roth Adv., and formerly vp in charge of media at Foote, Cone & Belding, Chicago, to Aubrey, Finlay, Marley & Hodgson, that city, as business manager.

A little gold filling ■ **Robert J. Leder** (l.), vice president and general manager of WOR-AM-TV New York, presents a $10,000 check to **Dean Raymond J. Nagle** of the New York U. College of Dentistry, as Hathaway Watson, vice president in charge of broadcasting for RKO General, watches. WOR-TV's contribution will be used to complete construction of a closed-circuit tv operation at the dental college. WOR-TV and the college also are co-producing a series of educational programs, tracing the history of dental practice, which will appear initially on WOR-TV in early December and then will be made available to other television outlets that wish to run the series.

Dick Ward, formerly with Compton Adv., N.Y., to Erwin Wasey, Ruthrauff & Ryan, Los Angeles, as producer in radio-tv department.

Robert C. Howard, formerly with General Mills, Minneapolis, to Foote, Cone & Belding, Chicago, as research supervisor.

MR. FAULK

MR. FEDERICO

Gunnard Faulk and **Gene Federico,** art group heads at Benton & Bowles, N.Y., elected vps. Mr. Faulk joined agency in 1952 as art director; became art group head in 1957. He was with Grey Adv. and Federal Adv., both N.Y., before his association with B&B. Mr. Federico came to agency in 1959 after art director's posts with Douglas D. Simon Adv. and Doyle Dane Bernbach.

Paul J. Greenfield, formerly marketing director at the Simoniz Co., Chicago, to Edward H. Weiss & Co., that city, as vp and account supervisor on Purex account.

Thomas Hoy joins Nemer Adv., Minneapolis. He had been advertising and pr director of Sherman and Ambassador hotels in Chicago.

Don Ross, formerly producer at KHJ-TV Los Angeles, to Anderson-McConnell Adv., that city, as writer-producer in radio-tv department.

The Media

James T. Fawcett, sales manager of WPDX Clarksburg, W.Va., appointed general manager.

Ward Glenn, director of sales promotion at WIRE Indianapolis, joins Broadcast Time Sales, as manager of San Francisco office.

Daniel R. Kelly, assistant research manager at CBS-TV Spot Sales, named manager of sales presentations.

Bob Garrity, formerly of WOR New York, joins WFYI Garden City, L.I., as program director.

MR. SAILORS

Donald F. Sailors, sales manager of WING Dayton, Ohio, elected vp. He retains sales position in addition to new title. Before joining WING, Mr. Sailors was national sales manager of KIOA Des Moines, Iowa.

James Thompson appointed sales manager of KERN Bakersfield, Calif. **Seldon Karlan** named news editor.

C. Greg Van Camp, formerly promotion manager at WTAE (TV) Pittsburgh, becomes coordinator of educational broadcasting at West Virginia U. Mr. Van Camp will organize and operate university's new closed circuit radio and tv stations.

Don Hedman joins KAYO Seattle, Wash., as program director. He was formerly air personality in that area. **Bob Slater** becomes music director.

Joseph R. McKinney, formerly with WFAA Dallas, to KJIM Ft. Worth, as news director. **Jim Ridgeway,** formerly air personality at KXOL, that city, to KJIM in similar capacity.

MR. HART

William J. Hart, formerly manager of WPON Pontiac, named general manager of WILX-TV-Lansing-Jackson-Battle Creek, all Michigan. He had been with WPON since 1958.

James F. Combs appointed to newly created position of director of weather service at WSAZ-AM-TV Huntington-Charleston, W. Va.

Robert A. Jelinek, formerly with legal department of Young & Rubicam, N.Y., joins CBS-TV business affairs department.

Donald Wayne, formerly with WMOD Moundsville, to WETZ New Martinsville, both West Virginia, as program director, succeeding **Don Hartline** who joins WWOW Ashtabula, Ohio, as air personality.

Ray Williamson, announcer at WKTG Thomasville, Ga., promoted to program director. **Bob Tibbles,** formerly announcer at WDSR Lake City, Fla., joins WKTG, succeeding **Dan Cook** who becomes announcer at WBHB Fitzgerald, Ga.

Sheldon Storrier named local sales manager at WKTV (TV) Rome-Utica, N.Y. **Floyd Eckerson** named salesman.

MR. HUGHES

John S. Hughes named assistant sales manager for radio at Avery-Knodel, N.Y. Mr. Hughes, who has been with A-K for 5 years, formerly was with Paul H. Raymer, W.R. Hearst Adv. Service and Ruthrauff & Ryan (before merger with Erwin Wasey).

Ken Carey, manager of AM Radio Sales, San Francisco, resigns. He is succeeded by **Frank A. Tessin Jr.**

Jerry Goodwin, on announcing staff of KFDA Amarillo, Tex., promoted to program director.

James E. Brunelle appointed program manager of WCSH Portland, Me. He formerly was with WBCW Boston.

Ben Talbot appointed program director of WTXL West Springfield, Mass. He was head of station's copy department.

Pat Francois, copy chief and announcer at KFIV Modesto, Calif., promoted to program director.

Perry J. Brown, formerly of WADO New York, joins WVOX New Rochelle, N.Y., as sales manager.

MR. PARK

Ben Park appointed executive producer-program development for Westinghouse Broadcasting Co. He is producer of *Close-up Europe — 1960,* documentary series that began on six WBC radio stations last month. Before joining WBC, he was with NBC Chicago and New York in various capacities.

Stanley LeVine, previously account executive at WDAF-TV Kansas City, to sales staff at WBBM Chicago.

Dick Jungers, formerly account executive at WMAQ Chicago, to WGN

TO A NEW YORK CITY ADVERTISING AGENCY

Do you need a Radio-TV Account Supervisor?

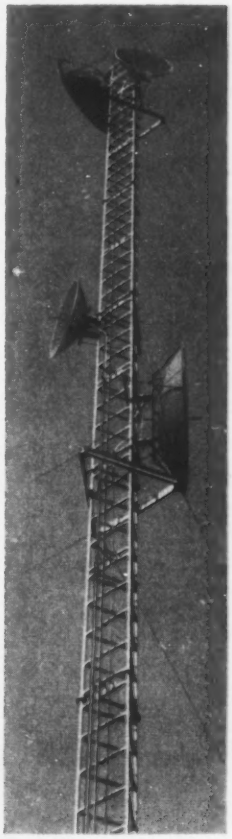
This man has had 22 years in Radio-TV. He has been a Writer-Director-Sales Executive, and Station Owner.

His ability can spell "profits" for you!

Box 482-C, BROADCASTING

HIGH *Loading* CAPACITY— *Minimum* TORQUE!

with this MICROWAVE TOWER by STAINLESS



Supporting this multiple repeater is one of several guyed towers recently built by Stainless for a large oil refining company. Note the design simplicity—for least wind loading—and the guy to tower attachments for finite twist and sway!

When your need is for a guyed or self-supporting tower—designed to any specs—let Stainless experienced engineering staff assist you.

Ask today for your free booklet describing many Stainless installations.

Stainless, inc.

NORTH WALES • PENNSYLVANIA

Inc. as member of WGN-TV sales staff, that city.

William H. Aaron Jr., freelance writer for NBC's *Monitor,* joins WDTM (FM) Detroit as salesman.

Mace West, formerly associated with West's Display Service in Champaign, to staff of WKID Champaign-Urbana, Ill., as sales representative.

Dick Stone, formerly of Avery-Knodel, N.Y., joins WABC, that city, as account executive. **Donald Huber,** formerly account executive at Curtis Adv., also joins station's sales staff.

Harvey Hauptman, director of programs, public affairs and special events at WCTC New Brunswick, N.J., joins WCBS N.Y., as assistant to director of special features.

Jack Meyers, program director of KABC Los Angeles, named director of community affairs in addition to current duties.

Zeldon E. (Zeke) Rose, publicity writer at ABC, promoted to assistant magazine editor, press information department. **Clark Tyler** resigns as assistant magazine editor to devote full time to special writing for ABC Radio's *Flair.*

NEW!

The Gates Catalog of Broadcasting, Communications and Electronic Equipment.

A Quality Collection of the Best Equipment for Broadcasters..

The new 236 page Gates Catalog is a handy reference manual of all broadcast and communications equipment that is available from Gates.

Free for the asking, let it assist you in your new equipment planning.

WRITE FOR YOUR CATALOG TODAY ON YOUR LETTERHEAD!

GATES GATES RADIO COMPANY

Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

Paul E. Freygang, formerly sales manager at KHOL-TV Kearney-Holdrege and KHPL-TV Hayes Center, both Nebraska, to KRSD-AM-TV Rapid City, S.D., as general sales manager.

Thomas B. Shull, director of film operations for Storer Broadcasting Co., elected chairman of U.S. Broadcasters Committee on World Affairs, succeeding late **Frederick A. Kugel,** publisher of *Television* magazine. **William Kaland,** national program manager for Westinghouse Broadcasting Co., succeeds Mr. Shull as chairman of organization's program committee.

Sherod F. Rouser, formerly sales manager at WWIL Ft. Lauderdale, Fla., to WLOD, that city, as account executive.

Gordon H. Lund, formerly sales manager at WLOD Ft. Lauderdale, Fla., to KOME Tulsa, Okla., as account executive.

Paul L. Cooksey, advertising account executive at Asheville operation of WLOS-TV Asheville, N.C., reassigned to sales staff of station's Greenville, S.C. studios. **Rick Phillips** joins WLOS-TV as announcer.

Hubert A. (Mike) Madden joins WLAM Lewiston, Me., as account executive.

Jim Hill joins sales staff of KMTV (TV) Omaha, Neb., as account executive.

Todd Harker joins CBS-TV press information department, Hollywood, as unit publicist.

Nadine Hill, formerly head of own advertising agency in Hollywood, appointed promotion manager of KPRO Riverside, Calif.

King H. Robinson, formerly managing vp of KATL Miles City, Mont., named national pr director of Sisters of Charity of Incarnate Word, hospital operating order with headquarters in Houston. He will direct pr activities for 13 hospitals and institutions in seven states.

John Thompson, manager of news and special events for NBC Pacific Div., elected president of Radio & Television News Club of Southern California, succeeding **Hugh Brundage,** news director of KMPC Los Angeles.

Alex Runciman appointed producer of special public affairs projects for KMOX-TV St. Louis.

Mort Garren joins WMIN Minneapolis-St. Paul as staff announcer. He had been with WLOL, that city.

Harvey Siders named night news editor of WNAC-TV Boston. He formerly was copywriter at Friedmann & Central, advertising agency in that city.

Arthur Clark, freelance broadcaster in New York to narrate *Priceless Water* series segments for Dana Productions, that city.

Charles H. Finney, formerly with WINN Louisville, Ky., to announcing staff of WKRC Cincinnati.

Rolfe Peterson joins KGO San Francisco as air personality.

Bill Carter, formerly air personality at KOL Seattle, to KAYO, that city, in similar capacity.

Charles R. Dougherty, formerly assistant manager of WKWK Wheeling, W.Va., to WIP Philadelphia as air personality.

Don Kidwell, formerly disc jockey at WCOL Columbus, to WONE Dayton, both Ohio, succeeding **Bob Montgomery** who resigned.

Programming

MR. BLUMBERG

Kurt Blumberg, formerly manager of sales and operations, United Artists-Tv Inc., joins Robert Lawrence Productions, N.Y., and Hollywood, as vp in charge of sales. Mr. Blumberg also held positions as vp in charge of sales coordination at Television Programs of America, and assistant to vp-sales, Ziv Television.

Carl Lindemann Jr., formerly vp of program sales for NBC-TV, named vp of programs for California National Productions, Los Angeles.

Madelyn Pugh Martin and **Bob Carroll Jr.,** original scriptors of *I Love Lucy* and *Tom Ewell Show,* form own company for creation and production of new tv series.

Joe Cramer, in charge of client relations for tv division of Paramount Pictures, named director of business affairs.

Arthur Greenfield appointed North-Central area manager of Screen Gems' syndication sales force with headquarters in Detroit.

Jacob H. Karp elected second vp of Academy of Motion Pictures Arts and Sciences filling vacancy in officer ranks created by death of B.B. Kahane, academy president.

Melvina Pumphrey, formerly executive with Esther Williams Enterprises,

joins Todon Productions, Los Angeles, as assistant to Tony Owen.

Frank Brill, manager of New York office of MCA-TV, promoted to vp of MCA-TV Film Syndication Div. **Ed Aaronoff,** publicity director of MCA-TV, named director of advertising, promotion and publicity.

Richard Brill former CBS producer joins ABC subsidiary, Selmur Productions, N.Y., as producer and general programming executive.

Ronald S. Klein, formerly producer-director-writer at Cinefonics, Chicago, appointed assistant to vp in charge of production at Fred A. Niles Productions, Chicago-based film firm.

Aaron Nathanson, formerly of Everest Records, joins Sound Makers, Inc., N.Y., as chief engineer.

William Kaufman, formerly of NTA, joins Screen Gems', N.Y., publicity department.

Allied Fields

MR. ZIAS

Joseph F. Zias, formerly of Loucks, Zias & Jansky, Washington, D.C., attorneys, has opened own office that city for practice before FCC, administrative agencies and Federal courts. Mr. Zias, in practice before FCC since 1936, is graduate of U. of Michigan and George Washington U. He has been active as officer of FCBA and as editor of *Bar Journal*. New offices will be located in Colorado Bldg., 1341 G St. N.W., Washington, D.C.

Rene Merlander, previously account executive at Harshe-Rotman, national pr firm, appointed pr director and assistant national advertising director of Filon Plastics Corp., Hawthorne, Calif.

Morton H. Kaplan, account supervisor at Herbert M. Kraus & Co., appointed assistant to president of Chicago pr firm.

Equipment & Eng'ring

Frank C. Bumb Jr. appointed vp of engineering for American Concertone Inc., Culver City, Calif., producer of magnetic tape recorders and tape equipment.

L.H. Neimann, semiconductor sales manager for CBS Electronics, Danvers, Mass., appointed director of government relations with headquarters in Washington, D.C.

Bodie L. Stahlschmidt appointed general sales manager of Admiral Corp., Chicago.

Lynn E. Greeley named district manager in Charlotte, N.C., for General Electric Co.'s replacement sales of electronic components. **Arthur F. Dickerson** appointed manager of advanced planning operations in Schenectady, N.Y.

William S. Carley joins Jansky & Bailey, Washington, D.C., research and development organization, as project director in research and engineering department.

A.A. Emlen named assistant sales manager for Peerless Electrical Products Div. of Altec Lansing Corp., Anaheim, Calif. He was division's chief engineer.

International

Danny Roman, formerly air personality at CKSW Swift Current, Saskatchewan, to CKEY Toronto in similar position.

Ted Lindsay, formerly all-time great professional hockey player with Detroit Red Wings, joins CKLW-TV Windsor, Ont.-Detroit as sportscaster.

Deaths

Jacob (Jay) Paley, 75, died Oct. 2 of heart attack. Among survivors are brother **Sam,** retired senior director of CBS and nephew **William S.,** current board chairman of CBS Inc.

Lord Simon, 80, formerly chairman of British Broadcasting Corp., died Oct. 3. He was chairman of BBC from 1947-1952 after which he became active in politics.

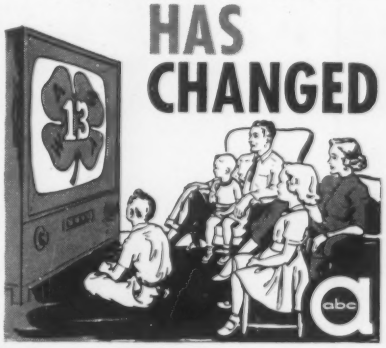
Milford E. (Joe) Wesp, 60, daytime news editor for WBEN-TV Buffalo and veteran of 20 years as newsman on WBEN Radio, died Oct. 2, following year-long illness. He had been affiliated with stations since 1930, primarily in news capacities, but also was host and personality.

William D. (Farmer Bill) Click, farm director of WSAZ Huntington, W.Va., died Sept. 25 of heart attack. He had been with WSAZ for eight years and before that was county agricultural agent for 37 years. He was long active in National Assn. of Television & Radio Farm Directors.

Al Cohan, 39, MGM publicist, missing and presumed dead after Eastern Air Lines crash in Boston Harbor Oct. 4.

Jerry Siref, 31, member, radio-tv commercial production department at N.W. Ayer & Son, N.Y., died Sept. 28 of encephalitis at South Nassau Community Hospital, Oceanside, N.Y.

THE PICTURE HAS CHANGED



WITHIN THE ALBANY SCHENECTADY TROY MARKET

WAST Lucky Channel 13, is the *ONLY* area TV station posting *consistent* and *considerable* day and nighttime audience *gains.*

SELL Where People *BUY*

call your H-R *man*

"INSURED AGAINST EVERYTHING."

YES? Check on the chance that somebody "out there" will accuse you of

LIBEL
SLANDER
INVASION OF PRIVACY
PIRACY, VIOLATION OF COPYRIGHT.

For these and related hazards you need our EXCESS POLICY to hold your loss upon any claim to whatever figure you choose to carry yourself — INSURANCE to cover the excess.

WE ORIGINATED THIS SPECIAL COVER
AND IT IS USED NATION-WIDE and is SATISFACTORY AND INEXPENSIVE.

Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.
New York, 107 William St. · Chicago 175 W. Jackson · San Francisco 100 Bush St.

THE WORLDWIDE RADIO-TV MARKET

$1.9 billion tv billing in 10 countries; $1.5 billion in U.S.

Television and radio are a multi-billion-dollar business in 13 of 19 free-world countries where the International Advertising Assn. has completed pioneering research in all-media expenditures. Of a total somewhere around $15 billion, broadcast advertising accounts for $2.8 billion—tv in 10 countries at $1.9 billion and radio in 13 at $870 million. The U.S. alone does three-quarters of this business.

These are rough dollar translations, based on current exchanges, of IAA figures collected from the best sources in each country and reported in domestic currencies for 1959. Seven of the 13 commercial-broadcasting countries included production costs in the radio-tv billing totals. Others did not, so exact comparisons are impossible.

Starting with the 19 nations below, the IAA hopes to fill in additional ones on next year's report, working on a continuing basis to report advertising expenditures throughout the free world. Twenty-two countries on the original list were left out this year because data was unavailable.

The Research Cast ■ The first report on international advertising expenditures was completed in less than a year by the research committee under chairmanship of New York researcher Monroe Mendelsohn with seven committeemen. Sylvan M. Barnet, president of Barnet & Reef Assoc., New York, and second vice president of the international association, made original contacts. The committee commissioned the Foundation for the Advancement of International Business Administration under Dr. John Fayerweather, executive director, to follow up and complete the project. The finished report covers diverse media, research and overhead expenditures, listing sources and in some cases covering years before 1959. The format follows that recommended by the International Chamber of Commerce. Expenditures by product categories also are listed for some countries in a report that covers 31 pages and has been published in the *International Advertiser*. It was edited by Henry R. Webel.

Of the 13 countries reporting broadcast billings, commercial television had not yet come to Belgium, Turkey and Curacao in 1959. Without broadcast billings altogether: Austria, Denmark, Finland, Sweden, France and Norway.

The dollar conversions below were figured by BROADCASTING at current exchange rates, based on numbers extracted from the IAA study, "International Advertising Expenditures."

INTERNATIONAL BROADCAST ADVERTISING—1959

(In millions of U.S. dollars,current exchange, translated from domestic-money data collected by International Advertising Assn.)

	Radio	% of Total	Tv	% of Total	Total Adv.
Argentina*	11.7	20.6	6.1	10.7	57.16
Australia*	20.25	7.9	22.5	8.8	265.5
Austria	2.8		2		(Press-20)†
Belgium*	1	1.6			64
Brazil	60.5	16	23.1	6	389.8
Canada	75.85	12.8	79.95	13.5	607
Curacao	.29	28.8			1.04
Denmark					3.7 } excluding
Finland					11.1 } retail
Sweden					81.2 }
France*					300
Germany	12.4		13.5		(Press-409)†
Iran**	18		100.6		(Press-40.1)†
Japan*	32.4	11.3	23.8	16.5	286
Norway					50.4
Turkey	.59				(Press-3.4)†
Union of South Africa	3.2				(Press-28.9)†
United Kingdom*			168	15	1,106
USA*	638	5.8	1,525.5	13.7	11,090

* Includes production costs, as gathered by IAA from various sources. U.S. production costs added to FCC figures by use of factors developed from expenditure patterns of McCann-Erickson Adv. clients, included in full media analysis, Printer's Ink, Oct. 30, 1959, and Jan. 29, 1960, prepared by McCann-Erickson (Robert J. Coen).

** Inclusion of production costs uncertain.

† Where no total is available, press (newspapers, consumer and trade magazines) is listed for purposes of comparsion.

■ Abroad in brief

Big deal ■ The largest single radio contract since the advent of television in Canada has been signed between the Canadian Broadcasting Corp. and Canada Packers Ltd., Toronto, for a 50-minute noon time musical radio network program Monday, Wednesday, and Friday on 52 Trans-Canada Network stations. The account was placed through Cockfield Brown & Co., Ltd., Toronto.

More than a decade of Constructive Service

to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y. ELDORADO 5-0405

Nippon approves ■ The Japanese government has approved the first American tv station for U.S. troops stationed in Japan, according to a spokesman for the Postal Ministry. Telecasts will be beamed from Misawa Air Base, located 310 miles north of Tokyo.

Radio network expands ■ Canadian Broadcasting Corp. will expand its Trans-Canada Radio Network to subartic areas in 1962 with completion of communication services now under construction in Northern Alberta and the Great Slave Lake area of the Northwest Territories. CBC now operates CFYK Yellowknife, CFHR Hay River, and CBXH Fort Smith, all in Northwest Territories, as community stations. When the network system is completed

CFYK will become regional network station with the other two as unattended relay transmitters.

CBS-Mestre combine ■ Proartel, Buenos Aires production company formed by CBS Television Stations Div. and Goar Mestre, dedicated its television studios Oct. 1 with ceremonies attended by Merle S. Jones, president of the CBS division, Mr. Mestre, Argentine dignitaries and a group of U.S. entertainers. Proartel is supplying live, film and tape programs to ch. 13 Buenos Aires, operated by the Rio de la Plata Corp., and other Latin markets. Proartel also plans to extend television service in other Argentine markets.

ABC Films agreement ■ ABC Films Inc. has appointed R.I. Films Ltd., London, as the company's sales representative through most of Europe's major tv markets. R.I. Films service also will include dubbing ABC Films' series in German, French, Spanish and Italian.

SECOND GERMAN TV NETWORK

New uhf system will be advertiser supported

A second tv network, primarily financed by advertising revenue, will go into operation in West Germany Jan. 1, 1961. It has been authorized by the Bonn government.

A government broadcasting company has been established which, according to its charter, can either produce programs for the second network or transfer the right for production of such programs to any other company. Freies Fernsehen G.m.b.H., a private company owned by German newspapers, magazines, industrial interests and various other groups, is the only serious applicant for the production license. Only Freies Fernsehen has a complete production staff and several weeks' programs on film. The company will reportedly be a potential buyer of large quantities of film product from the U.S. and Great Britain, since there is no national quota for filmed tv programs in effect in Germany.

The second tv network will have a potential audience of 1 million when it goes on the air, according to latest estimates. This compares with some 5 million viewers currently for the first network. The reason for the discrepancy is that the first network has a monopoly on the vhf bands and the second network will operate exclusively on uhf. The supply of uhf tuners, converters and completely equipped uhf receivers is still far below the demand. For this reason the government will partially subsidize the new network, until it gets on its feet, with a portion of the license fees collected monthly from German set-owners. The fee is roughly $1.20 per month, of which 73% now goes to the first network's regional stations. When the new network signs on, this revenue will be split between them.

The first network will remain noncommercial (except for its present 10-minute commercial period each day) but the new one will accept commercial backing. If the advertising money builds to sufficient revenue, the new network will no longer receive the license-fee subsidy. In the meantime, each network will have an annual net budget of approximately $20 million.

Canadian stations changing hands

CFRB Toronto, has agreed to purchase for an undisclosed amount all issued shares of CJAD Montreal, on approval of the Board of Broadcast Governors and the Dept. of Transport. The transaction will be on a cash basis with no new financing needed. CFRB was an unsuccessful bidder for a Toronto television license earlier this year. Under the agreement signed by W.C. Thornton Cran, president of CFRB, and J. Arthur DuPont, CJAD president, Mr. DuPont will continue as a director and consultant. CJAD has been in operation since 1945, CFRB since 1927.

In another sale announced last week, Raoul Landriault, Ottawa merchant and part owner of recently licensed CJOH-TV Ottawa, has bought radio stations CHLT and CKTS and CHLT-TV, all of Sherbrooke, Quebec, and the French language daily *Sherbrooke La Tribune* for about $6 million. Sale of the radio and tv stations awaits approval of the BBG and the Dept. of Transport. The sale is one of the largest on record in Canada. Mr. Landriault plans to move to Sherbrooke. Alphee Gauthier, CHLT general manager, will retain his post.

ON THE SPOT RECORDING *

MINITAPE

Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events ...no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!

*t.m. reg.

• FULLY TRANSISTORIZED
• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES

STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

BRISTOL—
JOHNSON CITY—
KINGSPORT

Sales Hub for a $ Billion-Plus Market Dominated by

WCYB-TV

The Tri-Cities sales complex is Tennessee's most active market area. Retail sales per household range from $6,025 to $9,434-$2,400-$5,800 above state average—swelled by dollars pouring into this sales center for a $1.2 billion* income market.

Antenna 2,219 ft. above average surrounding terrain on 4,360 ft. mountain, low band channel (5) and an integrated antenna create a 37-county tv viewing area sold only by WCYB-TV. Within this market, WCYB-TV delivers twice as many average quarter-hour "homes reached" . . . reaches 132,000 tv families, 59% more net weekly circulation than the only other competitive station (ARB, 3/60).

Get all the facts on this rich southern market served "on a platter" call HEADLEY-REED or . . .

WCYB-TV

Channel 5 Bristol, Va.-Tenn.

NBC

*SRDS Consumer Market Data, July '60

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

"LIB" it up!

When it comes to reaching the enormous Negro Community of greater New York, time buyers sum up their strategy in three little words: "LIB IT UP"

The reasons are simple. Whether you sell a LIBation or appeal to the LIBido only WLIB can do the effective job.

WLIB

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

Cooperation ■ Houston, Tex., is now the sixth largest city in the U.S. To tell the story of the city's population growth, 11 major Houston advertising media (three tv stations, seven radio stations and one newspaper) have banded together in a cooperative ad campaign. Contributing funds for the effort are the *Houston Post,* KCOH, KHOU-TV, KILT, KNUZ, KPRC-AM-TV, KTHT, KTRH, KTRK-TV and KXYZ.

In addition to ads in newspapers and trade publications, the group has purchased a 62-foot bulletin board in New York's Times Square, for the month of October. Pictured above, signing contracts for the campaign are (seated, l to r) Jim Richdale, KHOU-TV; Leon Jaworski, president, Houston Chamber of Commerce; W. Howard Baldwin, *Houston Post;* Hal Vester, KTHT; (standing l to r) Seymour Cohen, Gulf State Advertising Agency; Robert C. Meeker, KCOH; Cal Perley, KXYZ; Frank Stewart, KPRC; Willard Walbridge, KTRK-TV; Tom Jacobs, KTRH; Kirt Harris, KPRC-TV; Bill Weaver, KILT; Dave Morris, KNUZ; and Adie Marks, Gulf States Advertising Agency (agency for the campaign). All media will be used during the campaign.

Arizona radio guide

Avery-Knodel Inc., New York, representative for the Phoenix Metropolitan Group Stations (KTAR Phoenix, KTAN Tucson and KYUM Yuma,) has prepared a complete market and radio guide for release to all national advertisers and their agencies. The study, entitled "For Sales Success in Arizona Take the Direct Route—The Phoenix Metropolitan Group," calls attention to the state's increased population and wealth, and analyzes radio coverage, cost efficiency, merchandising, station facilities, programming and includes a county-by-county sales breakdown of consumer goods. PMG was formed to offer maximum market coverage with a single buy through the three stations located strategically across the state.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position**

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

Pulse winners

The Pulse Inc., N. Y., has announced the 20 winners of its 20th anniversary national contest, in which agency staffers were invited to write letters on "How I Use Pulse Data to Solve a Specific Problem." Winner of the $500 cash grand prize was Ann Jacknowitz, of Young & Rubicam's New York media department. John P. Curran, of McCann-Erickson, New York, copped the second prize of a $350 RCA television console, and John H. Newell, media director of Johnson & Lewis, San Francisco won the third prize—a $275 Zenith all-transistor portable. Seventeen other winners received Bulova pocket radios.

Lovely lawns

KTRE-AM-TV Lufkin, Tex., lent its full cooperation to the civic improvement council of the Angelina County Chamber of Commerce in a "Yard Beautiful" campaign this summer. Each week a home was designated winner and a sign was placed in the owner's yard beautiful. The Lufkin newspaper ran a picture of the winning homesite which was also shown on KTRE-TV five times daily six days

a week. During the promotion 16 homes were chosen and many entries were received by the chamber of commerce, which lauded the stations for their part in the city-beautifying effort. Homes were selected from all income brackets on the basis of neatness and care demonstrated by the homeowner.

Comic book promotion

WJRT (TV) Flint, Mich., has provided hours of fun for kiddies, as well as stimulated their interest in its children's programs, through a 16-page comic and coloring book offered free on area newsstands. Stars of the comic strip are WJ and Artie (WJRT). They introduce mazes, puzzles, quizzes and other features built around such WJRT performers as Deputy Dawg, the Flintstones, the Three Stooges and Bugs Bunny. Program times are included. The art in the comic book was provided by the station's art director Dave Sikora and its promotion director Dee Logan. Its initial printing was 25,000 copies.

A new world record?

Tv watching may yet be elevated to the status of a sport. WHYN-TV Springfield, Mass., took the first steps in this direction when it installed a 20-year-old model in a store window with instructions that she establish a world's record for continuous viewing (needless to say on what channel).

Miss Rita LaFay, the model, watched for 45 hours over a consecutive three-day period from WHYN-TV's sign-on at 8 a.m. to sign off at 1 a.m. In addition to promoting the station's switch to ABC-TV, she drew hordes of the curious to the store, where she appeared. A window sign mentioned she wore clothes from that store. Other signs drew attention to various ABC-TV programs and a scoreboard recorded the number of hours she had been watching.

New York station consultant Dave Gordon is running the campaign which will go sometime into December. He says the station is spending $50,000 on the promotion to acquaint viewers with its affiliation switch.

Charity aid

KIMA-TV Yakima, Wash., will back that city's United Good Neighbor Fund drive by donating advertising time to each company that meets its UGN quota. The advertising will match, dollar for dollar, the gift of each company's employes. Washington's Sens. Henry Jackson (D) and Warren G. Magnuson (D) have praised the station for its constructive use of public service time.

■ Drumbeats

VIP treatment ■ Toy parachutes signal the start of weekly one-day salutes to cities in the WSJS-TV Winston-Salem, N.C., coverage area. The 16-city promotional series consists of saturation announcements on the city being saluted, interviews with its leading citizens, history of the city and coverage of the cities' various activities and functions. The parachutes dropped on each city carry promotion matter on WSJS-TV's new adventure strip at 6 p.m., in addition to contest entry blanks for a number of valuable prizes.

'Worst movie' ■ Dubbing a 1928 movie spectacular "the worst movie ever shown on tv" and telling people to wake their friends because "this show is too bad to miss," announcer Andy Wilson, host of *The Late Show* on WLOF-TV Orlando, Fla., drew enough response to convince him central Floridians do not go to bed early. He interjected humorous comments during the movie and superimposed the station's telephone number over the film while inviting comments. Some listeners helped identify actors in the ancient film and the switchboard was buzzing during the entire 2½-hour performance, WLOF-TV reports.

Fancy specs ■ During the celebration of Ed Meath's 10th anniversary on WHEC Rochester, N.Y., he was presented a custom made pair of glasses by Bausch & Lomb Optical Co., that city. The award was made in appreciation for his getting B&L employes to work on time the past 10 years through his morning broadcasts.

Hot-dog host ■ KAPE San Antonio was host at a hot-dog party to some 80 citizens of Boysville, a farm and ranch home for victims of broken homes. With the cooperation of soft drink bottlers, a bakery and meat market, the station treated the youngsters to a picnic. The afternoon was topped off by rides on the "Eagle", a miniature railroad in Brackenridge Park. Sam Rilkin, president of KAPE, is a former member of the board of directors of the boys' home.

Autorama ■ As the release date of each auto manufacturer's 1961 model rolls around, WFBM Indianapolis carries a full description of the car. The station broadcasts a two-minute description of the new models in the morning, in the early afternoon, during the commuting hours and in the evening.

TAPE IT ANYWHERE with Phono TRIX PORTABLE ALL-TRANSISTOR TAPE RECORDER

- 50 hours playing time on 4 flashlight batteries
- Uses standard 3" tape —gives up to 90 minutes recording time
- Weighs 5 pounds; size: 9" x 5" x 4¼"

AS PORTABLE AS A CAMERA

Greatest idea since tape recording was invented—a precision machine that's truly portable! No waiting—you're ready to record instantly—indoors or out. Play back anytime. Use Phono Trix in office, home or car. It's ideal for businessmen, students, professional men, servicemen, clergymen—and for family fun. Quality-built for years of pleasure.

FASCINATING ACCESSORIES ALSO AVAILABLE

Telephone pick-up and amplifier $8.95
Stethoscope earphones 8.95
AC adapter 19.95

In luxurious scotch-grain leather case complete with microphone, reels and tape.

99.95 MARK III

Dept. B10
MATTHEW STUART & CO., INC.,
156 Fifth Avenue, New York 10, N. Y.

GENTLEMEN:
Please send me full details on Phono Trix, and the name of my nearest dealer.

Name_____
Address_____
City_____ Zone____ State_____

Station Authorizations, Applications

As Compiled by BROADCASTING

September 29 through October 4. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Station

APPLICATION

Sierra Broadcasting Inc., Tulare, Calif.—Amendment to change station location from Tulare, Calif. to Visalia, Calif.; frequency from ch. 27, 548-554 mcs. to ch. 43, 644-650 mcs; and main studio location from Tulare, Calif. to (to be determined.) Visalia, Calif.

Existing Tv Stations

ACTIONS BY FCC

KRDO-TV Colorado Springs, Colo.—Waived sec. 3.652(a) of rules to permit station to identify itself as Colorado Springs-Pueblo station. Comrs. Bartley and Lee dissented; Comr. Bartley stating: "In view of fact that there is not studio in Pueblo I would not grant application." Ann. Oct. 5.

WTTG (TV) Washington, D.C.—Granted renewal of licenses. Comrs. Bartley and Craven dissented; Comr. Cross voted for 1-year renewal only. Ann. Sept. 29.

WCSC AM-FM-TV Charleston, S.C.—Granted waiver of sec. 4.603 of rules to install and operate second sub-carrier on its tv STL station for transmission of fm programs from fm studio to fm transmitter until Dec. 1, conditioned to not degrading tv video and sound chs. Ann. Oct. 5.

New Am Stations

ACTIONS BY FCC

Clinton, Tenn.—Clinton Bcstg. Co. Granted 1380 kc 1 kw w D. P.O. address Box 3062, Greeneville, Tenn. Estimated constuction cost $21,850, first year operating cost $36,000, revenue $45,000. Applicants include **Paul Metcalfe, Clifford Spurlock** (42% each) and others. Mr. Metcalfe is majority owner WGRV Greeneville, and Mr. Spurlock is minister. Ann. Oct. 5.

APPLICATIONS

Mesa, Ariz.—Maricopa County Bcstrs. Inc., 1510 kc, 10 kw D. P.O. address 2826 E. Highland Ave., Phoenix, Ariz. Estimated construction cost $38,985, first year operating cost $84,000, revenue $120,000. Principals include **Sheldon A. Engel,** 51%, **Lou Silverstein,** 29%, **LeGrande A. Simmons** and **Robert Tryon,** 10% each. Messrs. Engel and Silverstein are employes of KRIZ Phoenix, Ariz. Mr. Simons is in advertising. Mr. Tryon is in public relations. Ann. Oct. 5.

Camden, Ark.—Camden Community Bcstrs., 1420 kc, 1 kw D. P.O. address 2400 Locust St., Texarkana, Ark. Estimated construction cost $13,926, first year operating cost $30,000 revenue $42,000. Principals include **Charles Mathis Jr.** and **Thomas E. Dillahunty,** equal partners. Messrs. Mathis and Dillahunty are employes of KOSY Texarkana. Ann. Oct. 3.

Maplewood, Minn.—Ramsey Bcstg. Co., 1010 kc, 250 w D. P.O. address 1712 Rosewood Ave. S., St. Paul, Minn. Estimated construction cost $22,995, first year operating cost $26,000, revenue $40,000. **Gerald H. Bell,** sole owner, is automobile dealer. Ann. Oct. 3.

Kalispell, Mont.—Voltage, Inc., 980 kc, 1 kw D. P.O. address % John J. Lyon, Shelby, Mont. Estimated construction cost $19,855, first year operating cost $48,000, revenue $70,000. Principals include **John J. Lyon,** 99.98%, and others. Mr. Lyon has interest in KSEN Shelby and KANA Anaconda, both Montana. Ann. Sept. Oct. 3.

Maple Shade, N.J.—Charles Shapiro, 1510 kc, 500 w D. P.O. address 89 University Ave. Bridgeton, N.J. Estimated construction cost $21,174, first year operating cost $60,000, revenue $90,600. Applicant owns furniture company. Ann. Oct. 5.

Central Bcstg. Co., Carrington, N.D.—Amendment to cp (for new station) to change frequency from 1470 kc to 1600 kc, decrease power from 1 kw to 500 w, change type trans. and changes in ground system. (Request waiver of sec. 1.354(h) (1) of rules). Ann. Oct. 3.

Bryan, Ohio—Williams County Bcstg. System, 1520 kc, 250 w D. P.O. address % John G. Greene, 2700 Ritchie St., Portsmouth, Ohio. Estimated construction cost $26,243, first year operating cost $33,600, revenue $52,000. Principals include **Mr. John G. Green and Mrs. Joseph S. Klarke,** 24½% each, and **Messrs. George and Harry Worstell,** 23% each, and others. Messrs. Greene and Klarke are employes of WIOI New Boston, Ohio. Messrs. Worstell own a home furnishing company. Ann. Sept. 28.

Clarkston, Wash.—Clarkston Bcstrs. 1480 kc, 1 kw D. P.O. address 746 Blvd. St. Estimated construction cost $13,367, first year operating cost $34,800, revenue $40,800. Principals include **Donald M. Heinen** and **Howard Roup,** equal partners. Mr. Heinen is employe of KFLY Corvallis, Ore. Mr. Roup is Washington State Senator. Ann. Oct. 5.

Hinton, W.Va.—David B. Jordan, 1380 kc, 1 kw D. P.O. address Grundy, Va. Estimated construction cost $13,300, first year operating cost $30,000, revenue $40,000. Mr. Jordan has interests in WNGR Grundy, Va., and Hazard Bcstg. Corp., Harzard, Ky. Ann. Oct. 5.

Existing Am Stations

ACTIONS BY FCC

WHYS Ocala, Fla.—Designated for hearing application to increase power from 1 kw to 5 kw, continued operation on 1370 kc, D; made WAXE Vero Beach, party to proceeding. Ann. Oct. 5.

WGAW Gardner, Mass.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N; remote control permitted; engineering condition. Ann. Oct. 5.

WCRB Waltham, Mass.—Granted increase of nighttime power from 1 kw to 5 kw, continued operation on 1330 kc, 5 kw-LS, DA-2; engineering conditions. Ann. Oct. 5.

WCMB Harrisburg, Pa.—Granted change from DA-2 to DA-N, continued uni. time operation on 1460 kc, 5 kw; engineering conditions. Ann. Oct. 5.

WWRI West Warwick, R.I.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; engineering conditions. Ann. Oct. 5.

APPLICATIONS

KSRT Sandpoint, Idaho—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1400 kc). Ann. Oct. 5.

WKKS Vanceburg, Ky.—Cp to increase power from 250 w to 1 kw and install new trans. (1570 kc). Ann. Oct. 5.

WPOR Portland, Me.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1490 kc). Ann. Oct. 5.

WLEW Bad Axe, Mich.—Cp to increase daytime power from 250 w to 1 kw, install DA system daytime and new trans. (1340 kc). Ann. Oct. 5.

WEXL Royal Oak, Mich.—Cp to increase daytime power from 250 w to 1 kw and install DA system daytime. (1340 kc). Ann. Oct. 5.

KYVA Gallup, N.M.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1230 kc). Ann. Oct. 5.

KGHS International Falls, Minn.—Cp to increase power from 100 w to 250 w. (1230 kc). Ann. Sept. 29.

WHHM Memphis, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Sept. 29.

KTW Seattle, Wash.—Cp to increase nighttime power from 1 kw to 5 kw (shares with KWSC) (1250 kc). Ann. Oct. 5.

New Fm Stations

ACTIONS BY FCC

Sioux City, Iowa—Edwin C. Wolff. Granted 96.5 mc, 3.6 kw. P.O. address 1614 Morningside Ave. Estimated construction cost $14,689, first year operating cost $25,000, revenue $30,000. Applicant is owner of radio and phonograph equipment business. Ann. Oct. 5.

Worcester, Mass.—Waterman Bcstg. Corp. Granted 107.3 mc, 1.4 kw. P.O. address 34 Mechanic St. Estimated construction cost $11,145, first year operating cost $18,000, revenue $21,000. Applicant fm will duplicate WAAB Worcester. Ann. Oct. 5.

Williamsburg, Va.—Williamsburg Bcstg. Co. Granted 96.5 mc, 3.6 kw. P.O. address 3855 N. 30th St., Arlington, Va. Estimated construction cost $15,500, first year operating cost $66,000, revenue $70,000. Applicant fm will duplicate WCBI Williamsburg. Ann. Oct. 5.

APPLICATIONS

Hamden, Conn.—Southern New England Bcstg. Corp., 101.3 mc 20 kw. Ant. height above average terrain 134 ft. P.O. address 473 Denslow Hill Rd. Estimated construction cost $18,640, first year operating cost $20,000, revenue $10,000. Fm applicant will duplicate WDEE Hamden. Ann. Sept. 29.

Newton, N.J.—Sussex County Bcstrs. Inc., 103.7 mc, 1.634 kw. Ant. height above average terrain 144.2 ft. P.O. address P.O Box 243. Estimated construction cost $13,983, first year operating cost $6,450, revenue $7,800. Fm applicant will duplicate WNNJ Newton, N.J. Ann. Sept. 22.

***Canandaigua, N.Y.—Board of Education of Canandaigua City School District,** 88.3 mc, .0065 kw. P.O. address West Gidson St. Estimated construction cost $4,361, first year operating cost $200. Non-commercial educational station. Ann. Sept. 29.

Poughkeepsie, N.Y.—Hudson Valley Bcstg. Corp., 101.5 mc, 4.4 kw. Ant. height above average terrain 850 ft. P.O. address P.O. Box 410. Estimated construction cost $13,634. Fm applicant will duplicate WEOK Poughkeepsie. Ann. Oct. 3.

Existing Fm Stations

APPLICATIONS

Dallas, Tex.—W.B. Carver, 106.9 mc, 31.9 kw. Ant. height above average terrain

EDWIN TORNBERG
& COMPANY, INC.
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242
WEST COAST
860 Jewell Avenue
Pacific Grove, California
FRontier 2-7475
WASHINGTON
1625 Eye Street, N.W.
DIstrict 7-8531

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Oct. 5

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,469	55	86	879
FM	722	35	192	136
TV	479	55	77	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Oct. 5

	VHF	UHF	TV
Commercial	454	81	535
Non-commercial	38	14	52

COMMERCIAL STATION BOXSCORE

As reported by FCC through Aug. 31, 1960

	AM	FM	TV
Licensed (all on air)	3,466	721	479[1]
CPs on air (new stations)	39	31	55[2]
CPs not on air (new stations)	102	190	76
Total authorized stations	3,607	942	655
Applications for new stations (not in hearing)	611	85	28
Applications for new stations (in hearing)	201	35	75
Total applications for new stations	812	120	103
Applications for major changes (not in hearing)	596	36	43
Applications for major changes (in hearing)	274	9	14
Total applications for major changes	870	45	57
Licenses deleted	0	1	1
CPs deleted	0	0	0

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

359.87 ft. P.O. address 3229 Monte Carlo Dr. Estimated construction cost $22,125, first year operating cost $20,200, revenue $17,650. Applicant owns fire equipment business. Ann. Oct. 3.

KHBR-FM Hillsboro, Tex.—Cp to change frequency from 102.3 mc., ch. 272 to 102.5 mc., ch. 273 and increase ERP from 830 w to 3.145 kw.

Ownership Changes

ACTIONS BY FCC

WDCF Dade City, Fla.—Granted assignment of license to **Pasco Bcstg. Corp.**; consideration $70,000 and lease of land and building for $150 month. **B.L. Boring** and **Henry T. Ogle,** assignee officials, own WKXV Knoxville, Tenn. Ann. Oct. 5.

KSAN San Francisco, Calif.—Granted transfer of control from **S.H. Patterson** to **Norwood J.** and **Gloria Dawn Patterson** (now 40% owners); involves transfer of 27.7% additional stock to son and wife (who will own 66.7%) in cancellation of $15,592 notes owed them. Ann. Sept. 29.

WSEL (FM) Chicago, Ill.—Granted assignment of license and SCA to **Plough Bcstg. Co.**; consideration $50,000 in addition to $19,200 per year for 5 years for lease of studio and ant. location. Assignee owns WJJD Chicago; WCOA-AM-FM Baltimore; WPLO-AM-FM Atlanta; WCOP-AM-FM Boston, and WMPS Memphis. Comrs. Bartley and Cross voted for inclusion of condition that grant be without prejudice to whatever action FCC may deem appropriate in light of any information developed in its pending inquiry concerning compliance with sec. 317 of Communications Act, as amended. Ann. Oct. 5.

WTVP (TV) Decatur, Ill.—Granted transfer of control from **George A. Bolas,** et al., to **Metropolitan Bcstg. Corp.** (WNEW-AM-FM-TV New York.; WHK-AM-FM Cleveland, Ohio; WTTG (TV) Washington, D.C.; WIP-AM-FM Philadelphia, Pa.; WTVH (TV) Peoria, Ill., and KOVR Stockton, Calif.); consideration $570,000. Comrs. Bartley and Cross dissented. Ann. Sept. 29.

WRUL (International) Scituate, Mass.—Granted (1) transfer of control and (2) assignment of license from **Walter S. Lemmon, Radio Industries Corp.,** and **World Wide Bcstg. Foundation Inc.,** to **Metropolitan Bcstg. Corp.**: consideration $800,000 plus $200,000 over period of 7 years to **Walter S. Lemmon** for not competing in international broadcasting. Comrs. Bartley and Cross dissented. Ann. Sept. 29.

WRJW Picayune, Miss.—Granted transfer of control from **H.R. McIntosh** to **Hugh O. Jones**; latter to obtain 87.9% interest for $73,870 and other considerations. Ann. Oct. 5

WBVA (FM) Woodbridge, Va.—Granted assignment of license to **WBVA Inc.**; consideration $45,000 and 25% stock interest. Assignee president **Howard B. Hayes,** has interest in WOKO Albany, N.Y. Ann. Oct. 5.

WGEZ Beloit, Wis.—Granted assignment of licenses to **Howard Miller Enterprises and Consultants, Inc.**; consideration $123,000. Ann. Sept. 29.

APPLICATIONS

KRIZ Phoenix, Ariz.—Seeks assignment of license from **Radio Phoenix Inc.** to **Radio Denver Inc.** Merger of two identically-owned corps. with no financial transaction involved. Ann. Oct. 4.

KDAC Fort Bragg, Calif.—Seeks assignment of license from **Ardith M. Mertle,** executrix of estate of Edward A. Mertle (deceased), to **Fort Bcstg. Co.** for $55,000. **Charles W. Stone,** sole owner, is employe of KIOA Des Moines, Iowa. Ann. Oct. 5.

KLVC Leadville, Colo.—Seeks assignment of license from **Thomas J. Fitzgerald,** trustee in bankruptcy, to **Continental Divide Bcstg. Co.** for $3,625. Principals include **Thomas T. Farley** and **John H. East,** 45% each, and **John B. Farley,** 10%. Thomas Farley is lawyer. Mr. East was formerly employe of KGHF Pueblo, Colo. John Farley is surgeon. Ann. Oct. 3.

WAKE Atlanta, Ga.—Seeks assignment of license from **WAKE Bcstrs. Inc.** to **Bartell Bcstrs. Inc.,** parent corporation. It is proposed that Bartell Bcstrs. Inc. will then assign the license to **WAKE Inc.** No financial consideration is involved. Ann. Sept. 29.

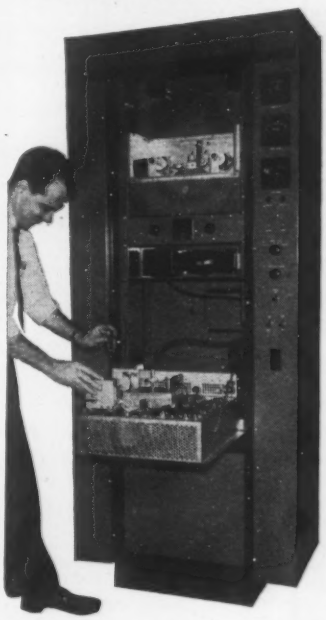
WNMP Evanston, Ill.—Seeks assignment of license from **Evanston Bcstg. Co.** to **Semrow Bcstg. Co.** for $325,000. Principals involved are **Messrs. Harry H.** and **Otto J. Semrow,** equal partners. Messrs. Semrow manufacture metal products. Ann. Sept. 29.

KGHS International Falls, Minn.—Seeks assignment of license from **International Falls Bcstg. Co.** to **KGHS Inc.** for $45,000. Principals include **Messrs. Daniel D. Ganter** and **Vernon A. Bue,** 25.38% each, and **Mesdames Keren E. Ganter** and **Jacqueline J. Bue,** 24.62% each. Mr. Ganter is employe of KTRI Sioux City, Iowa. Mr. Bue owns construction company. Ann. Oct. 4.

KYSS Missoula, Mont.—Seeks assignment of license from **Treasure State Bcstg. Co.** to **Garden City Bcstg. Inc.** for $75,000. Principals include **Chester M. Murphy Jr.,** 38%, **Margaret A. Murphy,** 37%, and **James C. Goodrich,** 25%. Applicants are employes of KYSS. Ann. Oct. 5.

KRAC Alamogordo, N.M.—Seeks assignment of license from **Lyman Brown Enterprises** to **George O. Cory,** sole owner, for $65,000. Mr. Cory owns KSLV Monte Vista, and has interests in KUBC Montrose, and KRAI Craig, all Colorado. Ann. Sept. 29.

NEWEST IN THE LINE OF RCA FM TRANSMITTERS



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FM Transmitter
for
Full Fidelity Operation

Only a single PA stage is used beyond the exciter to assure true high fidelity performance while keeping operating costs low. Distortion and noise are extremely low even when the transmitter is multiplexed. When combined with the RCA broadband FM antenna the BTF-1D is capable of producing ERP's up to 12 KW. This new 1 KW transmitter can easily be expanded to 5, 10, or 20 KW by adding higher power amplifiers.

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RADIO CORPORATION of AMERICA

Tmk(s) ®

KENN Farmington, N.M.—Seeks assignment of license from **Cloyed O. Kendrick** and **Hugh DeWitt Landis**, equal partners, to **Kenn-Land Bcstg. Inc.** Change to corporate business form with no financial transaction involved. Principals involved are **Cloyed O. Kendrick**, 46.5%., **Hugh DeWitt Landis**, 46.5%, and **Bob G. Williams** 7%. Mr. Williams, employe of KENN, assumes stock interest. Ann. Oct. 3.

WHRW Bowling Green, Ohio—Seeks assignment of license from **Howard R. Ward** to **WHRW Inc.** for $200,000. WHRW Inc. is wholly-owned subsidiary of **Memorial Foundation**, licensee of WPAR Parkersburg, W.Va. Ann. Oct. 5.

WKAQ-AM-FM San Juan, Puerto Rico—Seeks involuntary transfer of control from estate of **Angel Ramos** (deceased), 99.88%, to **Argentina S. Ramos** under terms of will. No financial consideration is involved. Ann. Sept. 29.

KVNU-TV Logan, Utah—Seeks assignment of cp from **Cache Valley Bcstg. Co.** to **Utah State University of Agriculture and Applied Science** for $6,331. Utah State University is licensee of *KVSC (FM) Ann. Oct. 5

WSWV Pennington Gap, Va.—Seeks assignment of license from **Lee County Bcstg. Co.** to **Lee County Bcstg. Corp.** Change to corporate business form from **Daniel Gabriel** and **Arnold Johnson**, equal partners, to **Daniel Gabriel, Susan Gabriel, Cas Walker**, and **Virginia Walker**, 25% each, for $15,699. Mr. Walker owns grocery business. Ann. Oct. 3.

WBLU Salem, Va.—Seeks assignment of license from **Salem Bcstg. Co.** to **Salem Bcstg. Corp.** Change to corporate form of business with no financial transaction involved. Ann. Oct. 5.

Hearing Cases

FINAL DECISIONS

Binghamton Press Co., Johnson City, N.Y.—Granted application for on-channel booster to transmit signal of its station WINR-TV (ch. 40), Binghamton; waived provisions of sec. 4.834 to provide for telephone line circuit for remote control. This is first authorization pursuant to May 25 report and order, effective July 5, which provided for use of tv booster by uhf tv stations to amplify and retransmit signals of parent station on same ch. Ann. Oct. 3.

■ Granted renewal of licenses of NTA Television Bcstg. Corp., Newark, N.J., WNTA-TV without prejudice to whatever action commission may deem appropriate in light of any determination in (1) *United States v. National Telefilm Associates Inc.*, and *Standard Radio & Television Co. v. Chronicle Publishing Co., et al.*, and (2) with respect to studies and inquiries now being considered or conducted by commission as part of its study of network broadcasting. Ann. Oct. 5.

■ By order, commission granted petition by Edwin R. Fischer, removed from consolidated proceeding in dockets and granted his application for new am station to operate on 610 kc, 500 w, D, DA, in Winchester, Va. Comr. Bartley abstained from voting. Ann. Oct. 5.

■ By memorandum opinion and order, commission denied May 2 petition by Texas State Network Inc., for reconsideration of its March 30 action in rejecting Texas State Network's proposal to shift educational tv ch. *2 from Denton to Fort Worth for commercial use and commercial ch. 11 from Fort Worth to Denton for educational use. Comr. Hyde dissented, voting for reconsideration; Comr. King not participating. At same time commission vacated show cause order in July 30, 1959 rulemaking which looked to Texas State Network's then KFJZ-TV Fort Worth, to shift from ch. 11 to ch. 2. (This station was later assigned NAFI Telecasting Inc., and its call letters changed to KTVT.) Ann. Oct. 5.

■ By memorandum opinion and order, commission denied petition by Elzey Roberts for reconsideration of July 14 decision in Miami tv ch. 10 proceeding. Comr. Lee dissented with statement; Comrs. Craven and King not participating. Ann. Oct. 5.

■ By memorandum opinion and order, commission denied Aug. 9 petition by City of Fresno, Calif.; county of Fresno and Fresno County Unified School District requesting reconsideration of commission's report and order of July 7 which substituted tv ch. 30 for ch. 12 to make Fresno an all-uhf market. (On Aug. 11 commission denied that part of petition which requested stay.) Comr. Cross issued dissenting statement; Comrs. Craven and King not participating. Ann. Oct. 5.

■ By memorandum opinion and order, commission denied petitions by Riverside Bcstg. Co., Bylthe, Calif., and Blount County Bcstg. Service Inc. (WCRL) Oneonta, Ala., for reconsideration of commission action of July 13 in dismissing their applications for new am stations. Ann. Oct. 5.

■ By memorandum opinion and order, commission denied petition by National Association of Broadcasters for rulemaking to amend sec. 3.111 of broadcast rules to change requirement of making entry in operating log of am station of frequency monitor reading at beginning and close of broadcast day rather than every 30 minutes. Ann. Oct. 5.

OTHER ACTIONS

■ By order, commission amended its tv translator rules (secs. 4.750 and 4.783) to permit, in cases of translators in tandem or clusters, originating translator to identify all of translators in system by transmitting call signs of translators involved. Effective Oct. 10, this amendment does away with present requirement that each translator be equipped with automatic device to transmit its call signal individually. Ann. Sept. 29.

■ Commission invites comments to notice of proposed rulemaking looking toward adding ch. *36 for educational use in Milwaukee, Wis. It would involve substituting ch. 52 for ch. 51 in Beaver Dam. Milwaukee Board of Vocational and Adult Education requested reservation of uhf ch. in addition to its present operation of educational station WMVS-TV on ch. 10 in that city. It suggested that one of unused uhf chs. in Milwaukee be reserved for educational use; however, since there are outstanding cps. on both of these chs., commission believes that another uhf ch. can be assigned to Milwaukee more quickly and without need to disturb any existing authorization. Ann. Sept. 29.

■ By report and order, commission amended its rules to provide for issuing or renewing broadcast station license for less than statutory three-year period in cases where it deems it in public interest to do so. This action is pursuant to rulemaking initiated March 2, 1960, and is in conformity with recent amendment to Communications Act which gives it that express authority.

This rule change will enable commission to make occasional use of shorter-term licenses in case of any broadcast station (am, fm and tv, to inclusion of educational) which requires observation during shorter period of operation before being considered for normal-term license. It believes that this will not only have bettering effect on the performance of station involved but will also have beneficial influence on broadcast stations generally. Comrs. Hyde and Craven dissented. Ann. Sept. 29.

■ Commission on Sept. 28 granted request of Kahn Research Laboratories Inc., Freeport, L.I., and extended from Sept. 30 to Oct. 31 time to file comments in rulemaking proposal to amend part 3 of commission rules. Ann. Sept. 30.

■ By memorandum opinion and order, commission denied Sept. 20 petition by Milwaukee Bcstg. Co. (WEMP) Milwaukee, Wis., requesting that commission give immediate notification to signatories of North American Regional Broadcasting Agreement, and particularly Government of Canada, of its pending applicaton to change its DA system. Comr. Hyde dissented. Ann. Oct. 5.

KQ2XAU Cincinnati, Ohio—Granted extension of special experimental international authorization for one year. Ann. Oct. 5.

David I. Kurtz, Philadelphia, Pa.—Designated for hearing application for new class B fm station to operate on 101.1 mc; ERP 9.4 kw; ant. height 128 ft.; made Concert Network Inc., applicant for new fm station in Trenton, N.J., party to proceeding. Ann. Oct. 5.

■ Commission extended from Oct. 14 for additional 45 days time to file reply comments in rulemaking proceeding on interim policy for shorter-spaced vhf tv ch. assignments and proposed related amendments to part 3 concerning tv engineering standards. This action was taken on request for more time to reply to some 3,000 pages of comments filed by about 150 parties to this proceeding.

At same time, commission granted like extension of time for filing reply comments in related Grand Rapids and Providence proceedings. Ann. Oct. 5.

■ By memorandum opinion and order commission granted petition by Howard W. Davis, tr/as Walmac Co. (KMAC and KISS [FM], San Antonio, Tex., to extent of enlarging issues in proceeding on applications for renewal of licenses to determine manner in which licensee operates and has operated stations with particular regard to his reliability and candor as licensee; placed burden of proceeding with introduction of evidence under issue two of hearing order on Broadcast Bureau. Ann. Oct. 5.

■ By order commission denied motion by intervenors KCOY and KSMA Santa Maria, Calif., for postponement of Oct. 14 oral argument in proceeding on application of Cal-Coast Bcstrs for new am station in

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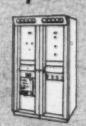

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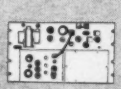

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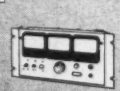

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Santa Maria. Ann. Oct. 5.

■ By memorandum opinion and order, commission denied petition by Kansas Bcstrs. Inc., for enlargement of issues in proceeding on its application and Salina Radio Inc., for new am stations in Salina, Kan. Ann. Oct. 5.

■ By memorandum opinion and order, commission granted joint petition by Capitol Bcstg. Co. (WRAL) Raleigh, N.C., and Onslow Bcstg. Corp. (WJNC) Jacksonville, N.C., removed from consolidated proceeding in dockets, and granted their applications to increase daytime power from 250 w to 1 kw, continuing operations on 1240 kc, 250 w-N, with engineering condition attached to Onslow grant. Ann. Oct. 5.

■ By order, commission cancelled Oct. 14 oral argument in proceeding on application of Entertainment and Amusements of Ohio Inc., Solvay, N.Y. Ann. Oct. 5.

■ Commission scheduled following proceedings for oral argument on Nov. 4: Walter G. Allen, Huntsville, Ala., and Marshall County Bcstg. Co., Arab, Ala.; Sheffield Bcstg. Co. and J.B. Falt Jr., Sheffield, Ala.; Radio Americas Corp. (WORA) Mayaguez, P.R.; and Richard C. Simonton, d/b as Telemusic Co., San Bernardino, Calif. Ann. Oct. 5.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

■ Granted petition by Broadcast Bureau and extended to Oct. 3 time for filing exceptions to initial decision on applications of Old Belt Bcstg. Corp. (WJWS) South Hill, Va., and Patrick Henry Bcstg. Corp. (WHEE) Martinsville, Va. Action Sept. 27.

■ Granted petition by Broadcast Bureau and extended to Sept. 30 time for filing replies to petition for review of adverse ruling in proceeding on applications of Rouge Valley Bcstrs. Inc. (KWIN) Ashland, Ore. Action Sept. 27.

■ Granted petition by Broadcast Bureau and extended to Oct. 13 time to respond to joint petition to enlarge issues filed by Coastal Tv Co. and Supreme Bcstg. Co. in New Orleans, La., tv ch. 12 proceeding. Action Sept. 28.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and continued from Oct. 3 to Oct. 18 time for filing proposed findings in proceeding on am applications of Brandywine Bcstg. Corp., Media, Pa. Action Sept. 27.

■ After prehearing conference, scheduled procedural dates and continued hearing from Oct. 17 to Oct. 19 in Reno, Nev., ch. 4 proceeding. Action Sept. 29.

■ Granted petition by Supreme Bcstg. Co., of Puerto Rico, Christiansted, St. Croix, V.I., for leave to amend its application for new tv station to operate on ch. 8 to reflect agreement entered into on Aug. 25 with Radio American West Indies Inc., competing applicant in dockets. Action Sept. 29.

By Hearing Examiner James D. Cunningham

■ Granted petition by Broadcast Bureau and extended from Oct. 4 to Oct. 21 time for filing proposed findings and from Oct. 21 to Nov. 8 for replies in proceeding on application of Spartan Radiocasting Co. for mod. of cp of station WSPA-TV Spartanburg, S.C. Action Sept. 27.

■ Scheduled hearings on following proceedings on dates shown: J.R. Karban for tv translator authorizations in Rhinelander, Wis., on date to be specified by examiner after prehearing conference; Nov. 16: am applications of Western Bcstg. Co., Odessa, Tex., et al.; Nov. 10: Radio station KMUL (KMUL) Muleshoe, Tex., Radio Millington Inc., Millington, Tenn.; Nov. 7: fm applications of KOMY Inc. Watsonville, Calif., et al. Action Sept. 27.

■ On notice of intention to withdraw, dismissed application of Mrs. Jane Rascoe, Corpus Christi, Tex., in am proceeding in dockets. Action Sept. 27.

■ Scheduled hearings on following proceedings on dates shown: on dates to be later specified: East Texas Transmission Co., College Mound, Colfax and Tyler, Tex.; New England Microwave Corp., Richmond and North Adams, Mass.; Southern Transmission Corp., Palm Beach Gardens, Stuart and Fort Pierce, Fla.; Carter Mountain Transmission Corp., Worland, Wyo.; Mesa Microwave Inc., Pearsall, Cotulla and Encinal, Tex.; Montana Microwave, Missoula-Helena, Mont.; Nov. 14. Action Sept. 29.

By Hearing Examiner Thomas H. Donahue

■ Granted request by Miners Bcstg. Service Inc. (WPAM) Pottsville, Pa., for extension of time from Sept. 26 to Oct. 26 to exchange exhibits and from Oct. 18 to Nov. 18 for hearing on am applications in dockets. Action Sept. 27.

■ Reopened record in proceeding on am applications of Floyd Bell, Texarkana, and Belton Bcstrs. Inc., Belton, Tex., and ordered conference on Oct. 4 to discuss impact, if any, made on record of this proceeding by amendment to sec. 311(c) of Communications Act effected by Public Law 86-752 effective Sept. 13. Action Sept. 27.

■ Granted petition by Broadcast Bureau and extended time from Sept. 26 to Oct. 3 for filing proposed findings in proceeding on am applications of S&W Enterprises Inc., Woodbridge, Va. Action Sept. 27.

■ On request by Floyd Bell, Texarkana, Tex., continued from Oct. 4 to Oct. 5 conference on his am application and Belton Bcstrs. Inc., Belton, Tex. Action Sept. 30.

By Hearing Examiner Charles J. Frederick

■ Granted petition by WPCC, Inc. (WPCC) Clinton, S.C., cancelled Oct. 3 prehearing conference, and scheduled hearing on Oct. 17 in proceeding on its am application and that of William R. Packman, Hendersonville, N.C. Action Sept. 29.

■ Scheduled prehearing conference on Oct. 18 in proceeding on application of KMUL (KMUL) Muleshoe, Tex. Action Sept. 29.

■ Scheduled hearing conference on Oct. 6 in proceeding on am application of group 4 in dockets. Action Sept. 30.

By Hearing Examiner Millard F. French

■ Granted request by Washington Bcstg. Co. (WSNT) Saundersville, Ga., and continued Sept. 29 prehearing conference to date to be set by subsequent order in proceeding on its application and Southeastern Bcstg. System Inc. (WMJM) Cordele, Ga. Action Sept. 28.

■ Granted in part petition by Broadcast Bureau and extended time to Oct. 24 to reply to petition by Ponce de Leon Bcstg. Co. (WFOY) St. Augustine, Fla., and Indian River Radio Inc. (WMMB) Melbourne, Fla., for leave to amend applications, and continued dates for exchange of exhibits and hearing to date to be set by subsequent order in dockets. Action Sept. 28.

By Hearing Examiner Walther W. Guenther

■ On request by Broadcast Bureau, advanced from 10 a.m. to 9 a.m. Sept. 29 prehearing conference in Wausau, Wis., tv ch. 9 proceeding. Action Sept. 27.

■ Corrected transcript of record in proceeding on fm applications of Paul J. Molnar and Ohio Music Corp., Cleveland, Ohio; afforded 5 days for objections. Action Sept. 27.

■ On request by Mercury Bcstg. Colorado Springs, Colo., continued indefinitely hearing previously scheduled for Oct. 3 in proceeding on its am application. Action Sept. 27.

■ Granted request by Valley Telecasting Co. and continued Sept. 29 prehearing conference and Oct. 5 hearing to dates to be fixed by subsequent order in Wausau, Wis., tv ch. 9 proceeding. Action Sept. 28.

■ Scheduled dates for procedural steps and continued from Oct. 10 to Jan. 9, 1961 hearing in Wilmington, Del., tv ch. 12 proceeding. Action Sept. 29.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Evelyn R. Chauvin Schoonfield, Elmwood Park, Ill., for reconsideration of previous denial, vacated that action and accepted amendment tendered with Dec. 4, 1959 petition with respect to program proposals in application for license renewal of fm station WXFM which is in consolidated proceeding in dockets. On own motion, scheduled prehearing conference on Oct. 7.

By Hearing Examiner Annie Neal Huntting

■ Scheduled prehearing conference on Oct. 27 in proceeding on am applications of Four States Bcstg. Co., Halfway, Md. Action Sept. 27.

■ Granted petition by Broadcast Bureau and extended dates for filing proposed findings from Sept. 23 to Sept. 30 and for replies from Sept. 30 to Oct. 7 in proceeding on am application of United Bcstg. Co., Beverly, Mass. Action Sept. 27.

■ Continued hearing from Nov. 1 to Feb. 15, 1961 and set other procedural dates in am proceeding on applications of WBIZ Inc. (WBIZ) Eau Claire, Wis. Action. Sept. 27.

■ Dismissed as moot petition by Newton Bcstg. Co., for continuance of hearing in proceeding on applications of Consolidated Bcstg. Industries Inc. Natick. Mass. Action Sept. 29.

■ Scheduled prehearing conference on Oct. 27 in proceeding on am application of Radio Millington Inc., Millington, Tenn. Action Sept. 30.

■ Scheduled prehearing conference on Oct. 13 in proceeding on applications of J.R. Karban, Rhinelander, Wis., for tv translator authorizations. Action Sept. 30.

■ Granted petition by Washington Home and Farm Radio Inc., Washington, Iowa, for leave to further amend its am application to supply certain additional data with respect to changes in agreement by which merger is to be effected between Washington Home and Washintgon County Bcstg. Co. in dockets. Action Sept. 28; closed record upon receipt of Washington Home's exhibit no. 5. Action Sept. 29.

By Commissioner Charles H. King

■ Granted petition by Metropolitan Bcstg. Corp. for extension of time to Oct. 11 to reply to oppositions to its motion to amend issues in Wilmington, Del., tv ch. 12 proceedings. Action Oct. 4.

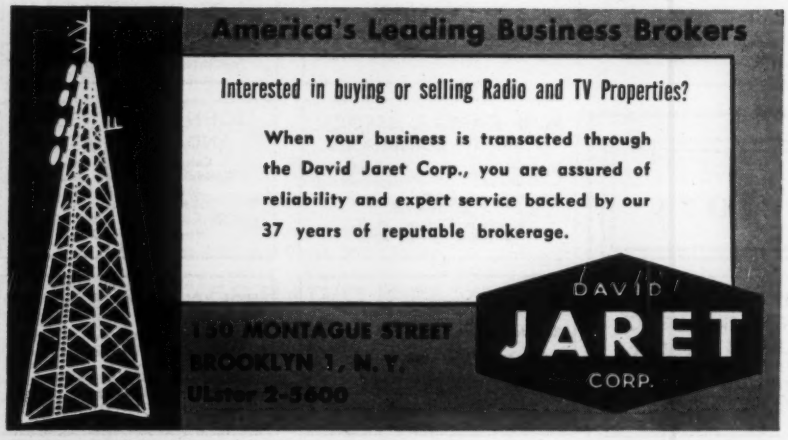
By Hearing Examiner David I. Kraushaar

■ Granted motion by Veterans Bcstg. Co. (KNUZ) Houston, Tex., and Radio New Orleans, La., to reopen record to receive in evidence KNUZ exhibit 5 and WJBW exhibit 4, and closed record in docket. Action Sept. 26.

■ Granted petition by WJOL Inc. (WJOL) Joliet, Ill., Illinois Bcstg. Co. (WSOY) Decatur, Ill., and Radio Milwaukee Inc. (WRIT) Milwaukee, Wis., for modification of prehearing order and changed date for exchanging engineering and 307(b) evidence in final form from Sept. 30 to Oct. 18, rescheduled further prehearing conference from Oct. 11 to Oct. 26, and continued hearing from Oct. 18 to Nov. 8 on am applications. Action Sept. 27.

■ Issued order formalizing agreements reached at Sept. 27 prehearing conference in proceeding on am applications of Triangle Publishing Inc. (WNHC) New Haven, Conn.; group I—second prehearing conference Nov. 10 and hearing Nov. 15; group II—second prehearing conference, Nov. 29 and hearing Dec. 8; group III—second prehearing conference Dec. 14, and hearing Jan. 3, 1961; further ordered with respect to three mutually exclusive applicants in group III for facilities at Princeton, N.J., that biographical data of principals, programming descriptions, etc., shall be prepared in exhibit form, frozen as of Nov. 30, and exchanged among counsel (with one copy of each to examiner) by Dec. 14; and agreements and understandings set forth in transcript of Sept. 27 prehearing conference shall govern future course and conduct of proceeding. Action Sept. 28.

■ Scheduled oral argument of Oct. 10 on petition by Crystal Bcstg. Co. for leave to amend its application for new am station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in Crystal, Minn., which is in consolidated hearing in dockets. Action Sept. 30.

By Hearing Examiner Jay A. Kyle

■ Granted petition by WDUB Inc., and Concert Network Inc., for extension of time from Sept. 26 to Oct. 31 to file proposed findings and to Nov. 15 to reply findings in proceeding on their applications for new fm stations in Trenton, N.J. Action Sept. 26.

By Hearing Examiner Forest L. McClenning

■ Granted in part joint petition and continued from Oct. 3 to Nov. 18 date for exchange of exhibits constituting direct cases of parties and from Nov. 21 to Dec. 30 for exchange of rebuttal exhibits in proceeding on applications of Montana-Idaho Microwave Inc., for cps for new fixed radio stations near Pocatello, Monida Pass, both Idaho, and Armstead, Whitehall and Bozeman Pass, all Montana. Action Sept. 27.

By Hearing Examiner Elizabeth C. Smith

■ In accordance with ruling at oral argument, granted motions to quash notices to take depositions given on behalf of SunVal Bcstrs. and James E. Walley, respectively, in Oroville, Calif., am proceedings. Action Sept. 27.

■ Granted petition by Western States Radio (KIST) Santa Barbara, Calif. for leave to amend its am application to reflect fact that control of licensee has been transferred pursuant to commission consent and application as amended retained in hearing status in consolidated proceeding in dockets. Action Sept. 28.

■ Granted request by Ralph J. Silkwood, Klamath Falls, Ore., and continued hearing on his application from Oct. 4 to Nov. 28. Action Sept. 29.

■ Granted motion Radio Gainsville Inc. (WGGG) Gainesville, Fla., and continued Oct. 3 prehearing conference to date to be fixed by subsequent order in am proceeding in dockets. Action. Sept. 29.

BROADCAST ACTIONS

By Broadcast Bureau

■ Technical Research Division of Office of Chief Engineer has issued report T.R.R. 5.1.2—"Further Analysis of TASO Panel 6 Data on Signal to Interference Ratios and Their Application to Description of Television Service". Copy of report may be obtained on request to FCC Technical Research Division, Room 2209, New Post Office Bldg., Washington 25, D.C.

Actions of September 30

WMRO-AM-FM Aurora, Ill.—Granted assignment of license and cp to WMRO Inc.

KGNS-TV Laredo, Tex.—Granted license for tv station.

WTIP Charleston, W.Va.—Granted cp to change ant.-trans. location ant. (decrease height) and ground system (same as WHMS); condition.

KPLR-FM St. Louis, Mo.—Granted cp to replace expired permit for fm station.

KVIQ-TV Eureka, Calif.—Granted cp to change ERP to vis. 100 kw, aur. 50 kw, trans. location, type ant. and make engineering changes: ant. 1,740 ft.

Granted STA for following vhf tv repeater stations: Shiprock Non-Profit T. V. Assn., chs. 9 and 12, Shiprock, Kirtland, Waterflow, N.M., and Chinle, Ariz. (KGGM, ch. 13 and KOAT, ch. 7, Albuquerque, N.M.; New Castle Booster Club, ch. 4, New Castle, Colo. (KREX, ch. 5, Grand Junction); Meeker Area Television Assn., chs. 4, 5, 7 and 8, Meeker, Colo. (KCPX, ch. 4, and KSL-TV, ch. 5, Salt Lake City, Utah; Upper Colorado River Tv Assn., chs. 2 and 5, Upper Colorado River, Derby Mesa to Dotsero, and Dotsero to Bond, Colo. (KOA, ch. 4, Denver); Box Elder T. V. Club of Carter County, chs. 7, 11, and 12, Capitol and Eastern Carter County, Chalk Buttes and Lower Box Elder, and Albion and Upper Box Elder, Mont. (KOTA, ch. 3, Rapid City, S.D.); Community Club, ch. 8, Mitchell area, Neb. (KUDH-TV, ch. 4, Hay Springs); Hoven Tv Club, ch. 7, Hoven, S.D. (KDLO, ch. 3, Garden City); Rattlesnake Butte Tv Assn., ch. 7, Wakpala, Mahto and Mobridge, S.D. (KFYR-TV, ch. 5, Bismarck, N.D.); Upton Tv Club, chs. 7 and 13, Upton, Wyo. (KOTA-TV, ch. 3, Rapid City, S.D. and KTWO, ch. 2, Casper, Wyo.); Moorcroft Community Tv Inc., chs. 7 and 11, Moorcroft and community, Wyo. (KTWO, ch. 2, Casper, Wyo., and KOTA, ch. 3, Rapid City, S.D.

WCTM (FM) Eaton, Ohio—Granted mod. of cp to increase ERP to 7 6 kw, change type trans. and type ant. and make changes in ant. system.

WFMQ (FM) Chicago, Ill.—Granted mod. of cp to change type trans.

KEST Boise, Idaho—Granted mod. of cp to move ant.-trans. location, change type trans. make changes in ground system and change studio location; remote control permitted; condition.

KSTM-FM Santa Monica, Calif—Granted mod. of cp to decrease ant. height to minus 165 ft., change ant.-trans. and main studio location, type ant. and make changes in ant. system.

Louis Adelman Hazelton, Pa.—Granted mod. of cp to change ant.-trans. and studio location and make engineering changes.

WZST Tampa, Fla.—Granted mod. of cp to change ant.-trans. location, type trans. studio location and remote control point; conditions.

KFNF Shenandoah, Iowa—Granted extension of authority to Dec. 31 to sign-off at 7:15 p.m., Monday through Saturdays and sign-off 7:30 p.m. Sundays except for special events.

■ Granted extensions of completion dates as shown: KMUZ (FM) Santa Barbara, Calif., to Jan. 2, 1961; KFAX San Francisco, Calif. to March 22, 1961; without prejudice to whatever further action commission deems appropriate in connection with Petition for Declaratory Ruling and Other Relief dated March 4, 1960, filed by Service Bcstg. Co., and related pleadings; WFLI Lookout Mountain, Tenn. to Nov. 30; WCIN Cincinnati, Ohio to March 14, 1961.

Actions of September 29

WGEZ Beloit, Wis.—Granted involuntary transfer of control from **Angus D. Pfaff** to **First National Bank and Trust Co.** of Evanston, executor of estate of Angus D. Pfaff, deceased.

WBAZ Kingston, N.Y.—Granted license for am station.

WKYT (TV), WTVN-TV Lexington, Ky. and Columbus, Ohio—Granted licenses covering changes in tv stations.

KTOAC Kingman, Ariz.—Granted mod. of license to change primary tv rebroadcast station from KLRJ-TV Henderson, Nev., to KVAR Mesa, Ariz.

KO2XG0 Portland, Ore.—Granted cp for new experimental tv translator station; conditions.

WETT Ocean City, Md.—Granted cp to install new trans. (main trans. location) as aux. trans.

KYW Cleveland, Ohio—Granted cp to install new trans. (main trans. location) as aux. trans.

WWIN Baltimore, Md.—Granted cp to install old trans. (main trans. location) as aux. trans.; remote control permitted.

WIMS Michigan City, Ind.—Granted cp to use old main trans. (main trans. location) as main trans.-nighttime and aux. trans.-daytime, employing DA-2.

WBYO-FM Boyertown, Pa.—Granted mod. of cp to change type trans. and type ant.

KDB-FM Santa Barbara, Calif.—Granted mod. of cp to change type trans.

WBRB-FM Mt. Clemens, Mich.—Granted mod. of cp to increase ERP to 80 kw; change type trans. and type ant. and make changes in ant. system.

KCHV-FM Coachella, Calif.—Granted mod. of cp to change type trans.; condition.

KMMK (FM) Little Rock, Ark.—Granted mod. of cp to change studio location, type trans. type ant. and delete remote control authority.

■ Granted extension of completion date as shown: KLFM (FM) Long Beach, Calif. to Oct. 30, and WFMD-FM Frederick, Md. to Dec. 13.

Actions of September 28

WBKH Hattiesburg, Miss.—Granted acquisition of positive control by **B. L. Blackledge** through sale of stock by **F. M. Smith** to **Deep South Radio, Inc.**

KLYD-TV Bakersfield, Calif.—Granted license for tv station and specify studio location.

WENH-TV Durham, N.H.—Granted license for noncommercial educational tv station; ERP vis. 51.3 kw; aur. 25.7 kw; ant. 970 ft.

KPEC-TV Lakewood Center, Wash.—Granted license for noncommercial educational tv station; ERP vis. 21.4 kw, aur. 10.7 kw; ant. 210 ft.

WGAN-TV Portland, Me.—Granted license covering changes in tv station (main trans. & ant.).

WKY-TV Oklahoma City, Okla.—Granted license covering installation of aux. ant. at main trans. site (aux. ant.).

Midwest Radio-Television Inc. Minneapolis, Minn.—Granted license for low power station.

■ Granted STA for following vhf tv repeater stations: Four Corners T. V. chs. 4, 6, 9, 11, City of Dolores and Cortez, Colo. (KOB ch. 4, KGGM, ch. 13, KOAT-TV, ch. 7, Albuquerque, N.M.).

KSYX Santa Rosa, N.M.—Granted cp to replace expired permit for am station.

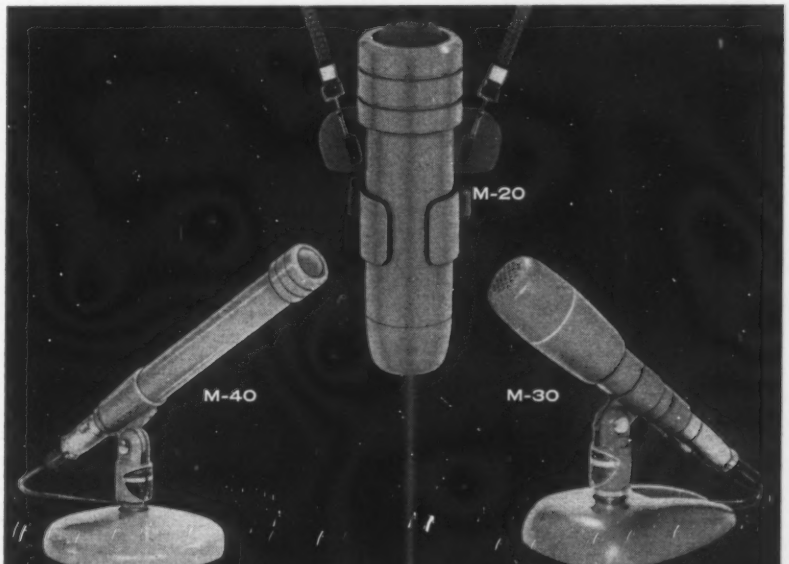
WMAQ Chicago, Ill.—Granted mod. of cp to change type trans. Without prejudice to such action as commission may deem warranted as result of its final determinations with respect to: (1) conclusions and recommendations set forth in report of Net-

Continued on page 121

These three Collins dynamic microphones feature the Dynaflex non-metallic diaphragm. They're handsomely designed, yet rugged enough to take in stride temperature extremes, shocks and humidity. The Dynaflex diaphragm gives you a smooth response over a wide frequency range.

COLLINS

COLLINS RADIO COMPANY • CEDAR RAPIDS, IOWA • DALLAS, TEXAS • BURBANK, CALIFORNIA



M-40 response 40-20,000 cps • output —57 db • 9½ inches long, 1 inch in diameter • 11 ounces. M-30 response 50-18,000 cps. • output —57 db • 6½ inches long, 1¾ inches in diameter at head • 16 ounces. M-20 response 60-18,000 cps • output —57 db • 4 inches long, 1 inch in diameter • 3½ ounces. For more information contact your Collins sales engineer or write.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Working manager wanted midwest daytimer. Small market. Small staff. Good money. Group station. Should have sales-announcing background. Box 287C, BROADCASTING.

Station "on the go" in top market in upstate, N.Y. wants aggressive young manager with strong sales background. Box 436C, BROADCASTING.

Business manager wanted by strong newspaper in New England area. Sales background and administrative training desirable. Write full details in first letter to Box 441C, BROADCASTING.

Salesman or salesman-announcer who will manage established remote studio in city of 8,000. Compensation geared to sales. Midwest. Send resume and photo. Box 475C, BROADCASTING.

A station manager and a sales manager wanted for a small, top notch, northwest market station. Part of a group of six stations representing one of the finest radio facilities in the northwest. All new equipment, excellent staff, fine local reputation in the market. Send complete resume to Box 504C, BROADCASTING.

Ambitious manager needed for leading station in small competitive southern market. Must be civic minded, sober, dependable. Will be required to handle most sales and operate with small staff. Salary and commission. Right man can acquire part interest if desired. Send full qualifications. Box 506C, BROADCASTING.

Top-rated station—Jackson, Miss.—has opening—salesman with management potential—30-40—married. Guarantee—moving expenses—rapid advancement for producer. Area applicants favored. Send resume-photo first letter. P.O. Box 197, Jackson, Miss.

Sales

South Florida calls. Before winter strikes, make the move you've dreamed about. Full-timer metro market needs salesman at least two years experience. Good opportunity for you to work up in one owner chain. Box 259C, BROADCASTING.

Salesman—excellent opportunity for good producer. Top Newark, N.J. independent, multiple market, $6,000 plus. Resume Box 348C, BROADCASTING.

Quality 5,000 watt mid-west station wants experienced farm-account salesman. References. Salary and incentive. Immediate opening. Write Box 388C, BROADCASTING.

Announcer-salesman limited board shift. Mostly sales. Top salary plus liberal commission. Station is top rated in suburban Pittsburgh market. Excellent opportunity with unlimited potential for good salesman with some announcing experience. Send resume. Box 413C, BROADCASTING.

Salesman wanted who has ideas and is not order taker for 10,000 watt fulltime station north Louisiana markets. Box 437C, BROADCASTING.

Experienced salesman for Chicago radio and tv national rep. Box 484C, BROADCASTING.

Excellent opportunity for creative, hard-working local time salesman. FM station, New York area. Prove you can sell and you'll own part of the station. Box 498C, BROADCASTING.

Help Wanted—(Cont'd)

Sales

35% commission, $40 per week, in medium size midwest market. Very prosperous fm only. Opportunity to advance to sales manager with considerable salary increase. Box 502C, BROADCASTING.

Salesman or announcer—sales with first class. KSPA, Santa Paula, California.

WJSO 5kw #1 Pulse needs top salesmen. $350 plus 17½ to 25% commission. Replies confidential. P.O. Box 148, Johnson City, Tenn.

Sell days . . . announce nights . . . make $$$! Liberal financial setup for idea man. Send details Phil Ladd, WOND, Atlantic City area #1 station, Pleasantville, New Jersey.

What proposition acceptable? Phone or write W-RIP, Chattanooga.

Top grade professional time salesman wanted for Texas radio chain. Security and company benefits. No drifters or drinkers, family man preferred. Give full details in letter to Box 866, Dallas.

Top-rated station—Jackson, Miss. See our ad under Management. P.O. Box 197, Jackson, Miss.

Join the successful OK Radio Group and enjoy wonderful advancement opportunities. Right now our Memphis station is open for a top notch salesman with proven success in radio or tv. You can move into an assistant managership if you show real sales ability. Start with good base pay guarantee and a percentage override if you have the proper qualifications. Stanley W. Ray, Jr., 505 Baronne Street, New Orleans 12, La.

Announcers

Wanted, combo men for midwest single station market. Box 288C, BROADCASTING.

South Florida. Fast paced, format radio, who is willing to work and follow instructions to make better than average money. Family man only. Box 315C, BROADCASTING.

Announcer-dj experienced—with complete resume . . . Tape . . . Personal references. West Virginia-Ohio area. Box 386C, BROADCASTING.

Announcer-salesman. Fine opportunity for good announcer with some sales experience ready for the big money in sales. Excellent Pennsylvania market established station with fine reputation. Salary plus commission on sales. Potential income unlimited for a man who can sell. Box 414C, BROADCASTING.

Boston—dj—top 40 swinger, top rated station. Immediate opening. Tape, resume. Box 417C, BROADCASTING.

First phone dj-announcer. Enthusiastic air personality most important. No maintenance, 36 hour week. Eastern market, top-rated 5 kw. Send tape, pic, details and salary wanted. Excellent opportunity. Box 440C, BROADCASTING.

Negro announcer, dj, must be capable of handling newscasts. Florida market. Excellent working conditions. Company benefits. No schoolboys, no beginners, no COD's. Send tape and resume. None returned. Box 446C, BROADCASTING.

Midwest radio-tv combination has opening for bright dj anxious for tv opportunity. Send tape, recent picture and resume. Box 451C, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Expanding staff—need airman with news know-how. Rewrite and leg work essential. Mostly radio, some tv. Box 479C, BROADCASTING.

Opportunity for first class license to do local news in small market close to lakes, ocean, mountains, and hunter's heaven. Send all first letter. Box 491C, BROADCASTING.

Immediate opening for experienced staff announcer. KBUD, Athens, Texas.

Announcer with first ticket. Send tape, personal data, experience, salary expected to KGHM, Brookfield, Missouri.

¿Habla Usted Espanol? Announcer-salesman, announcer, with first class for Spanish language stations. KSPA, Santa Paula, California.

Announcer daytimer. Mail tape, photo KVWM, Showlow, Arizona.

Home base of 3 station radio chain needs experienced announcer. Apply Phillip Brady, WAPF, McComb, Mississippi.

Experienced staff announcer. Immediate opening. Send tape, resume to WASA, Havre de Grace, Maryland.

5000 watt adult station in medium market wants announcer with bright, mature delivery. Highest consideration for man with imagination, experience, versatility. Salary open. Send tape, photo, resume to Program Manager, WCSH, Portland, Maine.

Announcer-deejay—Young man, preferably with experience, full-time position. Send tapes, resume and photo. WDEA Radio, Ellsworth, Maine.

Experienced staff announcer, established 1,000 watt daytimer, WPDX, Clarksburg, W.Va.

Florida. East coast daytimer needs announcer-salesman, or announcer-copywriter, immediately. Permanent. WRMF, Titusville.

Immediate opening for creative air man who can stand out as personality with tight, modern station pace. Not to be confused with screaming. Must like production work, and be eager to add own ideas and efforts to creative programming approach. Tape, resume at once to Jim Gearhart, WROV, Roanoke, Va.

Combination man wanted. Announcer-copywriter or announcer-newsman. Experience necessary. Top money for top man. Contact G. M. Allen, WSIC, Statesville, N.C.

5 kw prestige daytimer, medium New England market, building staff for fulltime. Need announcer, first phone, maintenance optional. No rock, no scream. Photo, resume, tape first letter. WSMN, Nashua, New Hampshire.

The Dixie Stations are promoting two announcer-salesmen who are mature, sincere, hard-working and of high character. Seeking men of their caliber as replacements in Texas and Louisiana. Won't get rich quick, but bright future for right men. Our managers come from within the organization. Rush resume, photo and phone number to Ralph L .Hooks, The Dixie Stations, P.O. Box 46, DeRidder, Louisiana.

Announcers. Many immediate job openings for good announcers throughout the S.E. Free registration. Confidential. Professional Placement, 458 Peachtree Arcade, Atlanta, Ga.

Help Wanted—(Cont'd)

Technical

Chief engineer. Responsible, adult midwestern, step up to successful small city daytimer away from metropolitan frenzy. Maintain standard equipment, keep good sound, do some announcing. Take your place in community. Real opportunity, permanent job. Send details, salary expected. Answer guaranteed. Box 297C, BROADCASTING.

Chief engineer-announcer or chief engineer-copy writer wanted for Charlotte area station. Write Box 371C, BROADCASTING.

First class operator for chain of three stations in West Virginia. Salary open. Transmitter and audio. Box 434C, BROADCASTING.

Immediate opening for engineer-announcer at southeastern daylight station. Require first ticket. Good salary, hours, to right man. Send audition tape and resume to Box 472C, BROADCASTING.

Combination man. Chief engineer-announcer. Wonderful potential, pleasant midwest location, community of 40,000. Adult music format. Newly purchased property by extremely aggressive group. Box 476C, BROADCASTING.

Chief engineer needed immediately for 5 kw located in small friendly southeast town. Salary plus commission to man who can sell. Opportunity to become assistant and possibly manager. Can use engineer-announcer. Salary depends on ability and experience. Box 507C, BROADCASTING.

Top north California station needs top engineer, who can also be either top announcer or top salesman. Top pay. Full details to Box 508C, BROADCASTING.

Qualified chief engineer with announcing ability for one kw daytime, non-directional, KPBM, Carlsbad, New Mexico.

Engineer-announcer. Perform engineering maintenance. Work 30 hours a week on board. KVOZ, Laredo, Texas.

Chief engineer or combo chief and announcer. Salary open. WVOS, Liberty, New York.

Chief engineer. Supervisory-maintenance engineer for one thousand watt fm station and closed circuit television on university campus. Must have first class radio license. Excellent working conditions in new studios and with new equipment. Contact immediately D. C. Kleckner, Bowling Green State University, Bowling Green, Ohio.

Immediate opening for first phone man with some experience. Permanent position, transmitter duty and general maintenance. Call Bob Schilling, Michigan City, Indiana, TR 4-5245.

Chief engineer to help build new am station in Delaware, Ohio. Immediate opening. $550 month to right man. Should have at least four years experience, part with directional and be able to do good air work. This is 3rd station in growing group. Call C. R. Taylor, Delaware, Ohio. Phone 2-0021.

Production-Programming, Others

Local newsman-gather and announce 250 fulltime-southeast New York state. Box 786B, BROADCASTING.

Newsman (midwesterner). Gather, write, and announce. Incentive and opportunity—do some selling, earn commissions. Permanent job for dependable adult. Exclusive, well regarded daytimer, small community. Good business. Congenial staff. Right living. Send all details. We'll answer. Box 296C, BROADCASTING.

Nebraska college community needing girl Friday with emphasis on production ideas, continuity and traffic. Previous experience or training necessary. State salary qualifications with full resume and snapshot. Write Box 355C, BROADCASTING.

Cub reporter wanted for five-man news staff in upstate New York metropolitan market. Journalism background preferred, but will consider all with ability to learn radio news. Send tape, resume, and starting salary expected to Box 377C, BROADCASTING.

Help Wanted—(Cont'd)

Production-Programming, Others

Copywriter, experienced and good typist, who can write saleable production copy. Contact Leo A. Jylha, WBCM, Bay City, Michigan.

Excellent opportunity for top-notch, aggressive promotion-production man. Air experience necessary. Know rock and roll. Knowledge of news writing necessary for news releases. Must create and produce public service programs. Adequate education rquired. Salary open. Send photo, and personal data to J.W. Collins, Manager, WGST, Georgia Tech Radio Station, Atlanta, Georgia.

Open, a permanent position in radio copy. Past experience and good record necessary. Good pay, pleasant living conditions in Kenosha, Wisconsin. Midway between Milwaukee and Chicago. Call or write Bill Lipman, WLIP.

Girl copywriter with good broadcast voice, general office work, shorthand preferred but not essential. WPDX, Clarksburg, W.Va.

Girl Friday for sales, service and copy. Must be willing to work and accept responsibility. Top money for right girl. Contact G. M. Allen, WSIC, Statesville, N.C.

RADIO

Situations Wanted—Management

General manager/sales manager for small or medium market station. Fifteen years in sales and management. Heavy on local and regional. Thorough knowledge all phases of station operation. Highest industry references. Box 863B, BROADCASTING.

Experienced manager. Ten years present successful operation. Seventeen years radio. Box 899B, BROADCASTING.

Tiger for sale. If you are hunting for a manager with a desire to make money for you on sound basics and top radio operation. Write or wire Box 308C, BROADCASTING.

Make your station swing with my ideas and imagination. If you need new management and new objectives write or wire Box 309C, BROADCASTING.

Manager of booming 5 kw wants management in Maryland-Virginia general area. Experienced in every radio aspect. Box 400C, BROADCASTING.

Sick station? I don't believe it. For fresh ideas and an approach based on objective experience write Box 310C, BROADCASTING.

Qualified station manager. Eight years experience in all phases. First class engineer, announcer, sales, production. Desire station manager or program director position . . . some announcing and sales. Now employed as station manager in small town. Starting salary $450. Married, dependable. Box 435C, BROADCASTING.

New sound of radio. Experience and aggressive sales programming ideas plus positive thinking can put your station into profit. Box 311C, BROADCASTING.

Manager. Heavy background news and specials. Strong, administration, production, sales. Box 444C, BROADCASTING.

Hardworking manager/sales manager, who functions as top "on the street" salesman, cost - conscious administrator, excellent broadcaster, handle air work, create, tape saleable spots, station promotions, programming. Fourteen years experience. Presently manager small market music and news chain station, now showing profitable monthly operation. Desire better location for permanency. Box 459C, BROADCASTING.

Leading salesman top station metro market, experienced all phases radio, interested sales or management opportunity with adult station, congenial community. Box 462C, BROADCASTING.

Manager-One man staff (manager, commercial manager, program director, sports director) over 16 years experience all phases. Know how in economical operation and sales getting. Prefer single station market in south (east-west). Married, age 37 (settled-sober) lots of drive. Require salary-percentage-permanence. Box 470C, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Station owner: I am a manager who has the quality of leadership—combination of knowledge, forcefulness, enthusiasm and other qualities which inspire confidence and loyalty. Sales minded—community minded. 7 years in radio. Prefer one or two station market. Box 478C, BROADCASTING.

Manager with capital to invest due to sale of present station. Prefer midwest but will consider other locations. Established track record. Address Box 492C, BROADCASTING.

Help! Help! Help! for the right radio station. Two seasoned radio executives are looking for station that has problems . . . and, if problems are answered, possibilities, too. One executive now manager office responsible for spot sales totaling seven figures; the other served as radio director one of America's top ten agencies. Ample finance available to buy interest or for outright purchase, with reserve for operation. Station desired in $150,000—$300,000 class, with preference mid-U.S.A. area. All information will be treated with strict confidence. Principals only. Box 495C, BROADCASTING.

Desire to learn management your way. Extensive radio background. Young, married, family, now working. Box 496C, BROADCASTING.

Experienced, educated, energetic, reputable, reliable, and ready. Manager. Southeast only. Box 497C, BROADCASTING.

Sales

Experienced, proven record, family man. Excellent background all phases radio. Eight years present major market. Desire sales or sales management in medium market. Station management ultimate goal. Write Box 349C, BROADCASTING.

Interest? . . . Increasing your Chicagoland sales. Assets? . . . aggressiveness, top sales record, marketing degree. 25. Goal? . . . challenging position in radio-television. Box 374C, BROADCASTING.

College graduate . . . Degree in broadcast advertising and sales. Willing to start as sales trainee immediately. N.Y., N.J., Conn., L.I., location. Box 471C, BROADCASTING.

Announcers

Top-notch, top forty dj, buried in small market. Digging way out. Ready for bigger things. Not a youngster. Family man. Contact now. Box 432C, BROADCASTING.

Versatile, mature announcer seeks good market, good pay. Steady, family man. Experienced all phases. Excellent writing, production. Will travel. Box 433C, BROADCASTING.

Experienced deejay, newsman and sports play-by-play. Married, family, presently employed as news director in medium market. Prefer news or sports in major market. Tape, resume and photo available upon request. All replies answered. Write Box 438C, BROADCASTING.

Announcer, solid experience. Sincere, versatile, adult. Seeks radio/tv opportunity. Box 443C, BROADCASTING.

When I go on the air in the morning, I have two objectives. (1) Entertainment. (2) Selling. Like Arthur Godfrey, I have worked diligently to achieve these goals. Are you interested in my 15 years experience. Box 450C, BROADCASTING.

Mature, serious minded announcer, seeks position with high quality station. Excellent background with large Boston newspaper, overseas broadcasting, stateside announcer. Would prefer west coast job. Reply immediately. Box 454C, BROADCASTING.

Young announcer. Experienced, good, fast board. Dependable, will travel, will settle. Box 455C, BROADCASTING.

DJ—began with swinging station. Moved to smaller market experience. Now wish to get back to work I like. Desire late night or twelve-six slot to develop at swinging station in medium market. Will discuss salary. Address Box 457C, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

First phone swinging dj—College and experience. Prefer south Florida. Box 458C, BROADCASTING.

Announcer, experienced, vet, run own board, tight format, no floater, prima donna. Box 477C, BROADCASTING.

Announcer-dj, 22 and single. Some experience. Graduate of broadcasting school. Box 483C, BROADCASTING.

Negro announcer, personality, 2 years experience, any type program's including combo. Reliable references. Box 485C, BROADCASTING.

Capable, intelligent and aggressive young married dj seeks good time and lots of sun in Florida. Willing to work until I drop for the right deal. Please help me, I'm failing. Box 486C, BROADCASTING.

Attention Massachusetts, Connecticut, Rhode Island and New York. Experienced announcer with beautiful baritone voice desires position. Box 490C, BROADCASTING.

8 years experience—PD, sports, play-by-play, 26, college graduate, family, finest character and references. Employed and permanent. Box 499C, BROADCASTING.

Announcer, dj, copywriter. Ambitious, hard worker. Mature voice. Strong personality. Operate own board. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 East 55th Street, Chicago 15, Illinois. Phone: Butterfield 8-5404.

Negro jazz deejay just out of radio school desires position. Have tape, 3rd phone, free to travel. Sol Brown, 1910 N. Ringgold St., Phila. 21, Pa., HA 4-6510.

John Burns, Dublin, Ireland, with "Ireland and You" program will present a St. Patrick's Day program on leading radio station. Any offers. Contact John Burns, 5448 W. Crystal St., Chicago 51. Phone AU 7-2313 after 6 P.M.

Experienced, personality, announcer - dj. Good voice, tight board. Prefer New York state, but will move anywhere. No top 40's please. Ed DeBuvitz, 287 East Dominick St., Rome, New York.

Situations Wanted—(Cont'd)

Announcers

A first phone goes with a swingin' disc jockey who has the bright, happy sound! Capable of sparkling board showmanship . . . and tight production . . . or a two-man operation! Also able to authoritively report your five-minute newscasts. A stable family man of 26 with a good education . . . old enough to know, young enough to go! Willing to work any 25 hours in the 24 hour day. Prefer "Nifty Fifty" or standard pop programming. A plus factor: Also an excellent copywriter with agency experience that you may utilize if you choose! Prefer no maintenance. An air check is available to any station, anywhere, that desires such an air personality. Salary open. Contact Woody Lester at 670 Hinman, Evanston, Illinois, or phone DAvis 8-7650 after 7:00 P.M. Available November 1st. Woo 'em with Woody !!!

Richard F. Lewis, Jr. Experienced country jockey. Some sales. Help me take roots with aggressive c & w operation in Maryland, Virginia, West Virginia, Pennsylvania or near. Call days Justice 6-2221, nites Justice 6-2729. Sylva, North Carolina. Shorty King.

Announcer-engineer, in that order. Four year college graduate. First phone. References. Age 23, married. Dennis Mitchell, 1122 West 15th Street, Hutchinson, Kansas. Phone—Mohawk 5-4012.

Good, versatile announcer. Eight years experience. Available now. Tom Molloy, 6733 Placid Place, Cincinnati. Telephone Tweed 1-3837.

D-Js experienced. Good ad lib personalities. Fast board. Good sell. Contact New York School of Announcing and Speech, 160 West 73rd Street, New York City.

Announcer, 1st phone, no maintenance, $85, no car. Berkshire 7-6721 after 5. Walter Piasecki, 2219 N. Parkside, Chicago.

Young trained announcer, currently employed educational television. Interested in news. Strong on any musical format. Will relocate anywhere. Tape, resume. John Zach, 82 Rejtan Street, Buffalo, New York.

Technical

Northeast: A mature engineer, thoroughly experienced in all phases of broadcast engineering is seeking a permanent position. Box 383C, BROADCASTING.

5 years am-fm chief seeks position as transmitter engineer. Box 464C, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

First phone, looking for start in radio. Navy trained. Resume. Box 488C, BROADCASTING.

We have available 5 engineers with a first class radiotelephone license who desire positions with some radio or television station as engineer. Cook's School of Electronics, 203 Duncan Avenue, Jackson, Mississippi.

Experienced engineer - announcer desires position in the south. Experienced in engineering, announcing, sales, and copywriting. Contact Dale Genius, 2532 Avenue "C" Alexandria, La. Phone HI 2-1436.

Production-Programming, Others

After 25 years big time radio and tv, active energetic and facile-minded world traveler, just returned from Europe, would like more relaxed atmosphere of smaller city, either radio or tv. Extensive writing and foreign news experience. Top quality news analysis, narration, interviews, own shows of people and places, various others, all high ratings, top sponsors. Warm, friendly, outgiving personality, unusual background, worldwide experience. English university education, international voice. Ideal anchor man for your station, reliable, competent, loyal. Box 398C, BROADCASTING.

Program director available in two weeks. Veteran with varied knowledge entire broadcast field seeking position with mature, dependable operation. Box 439C, BROADCASTING.

Announcer with 28 years experience seeks change to advertising agency. Writes continuity that sells. Presently employed. Details upon request. Box 442C, BROADCASTING.

Married man with first phone desires position in programming with no maintenance. Lively programming ideas—writes lively copy. Not a drifter. Wants a steady job with chance to move up. Can run own board. Two years experience. References. West U.S. preferred. Box 445C, BROADCASTING.

12 years experience—major east coast market—program director-producer-announcer. Modern, creative, highly skilled in pd-management capacity. Desires re-location as pd or manager with good, major market operation. Box 449C, BROADCASTING.

Copywriter. Female, twenty-two, single. College, broadcasting school, 1½ years as writer with 5000 watt midwestern. NBC affiliated station. Experience in typing, filing, sales and modeling. Will consider all areas. Box 453C, BROADCASTING.

Calling San Francisco bay area! After 3 year absence, wish to re-enter radio or tv field. Experience as announcer-newscaster-dj-sales-pd-manager. Creative sell, copywriter, radio promotion and agency background. Even have first phone. Box 456C, BROADCASTING.

Experienced personality with proven record as promotional specialist in nation's toughest market, now ready for a change. Desire position as promotional director for #1 station, or station sincerely interested in becoming #1. Can pull air shift if necessary. Top 10 markets only! Would consider slightly smaller market as program director. Will guarantee audience gains. Box 466C, BROADCASTING.

News director—associated with major market station. Higher echelon changes force relocation. Young, but fully experienced in radio-tv news writing, filming, editing, audio-recording, news planning, personnel utilization and adaptation of news theories to individual market situations. Highly recommended by top broadcasting officials. Will only consider broadcasting organizations of high caliber. Replies kept confidential. Box 480C, BROADCASTING.

Beginner disc jockey writes jingles, news editing, music library, mild cerebral palsey. Tape resume. Box 481C, BROADCASTING.

Triple threat copy, production, promotion. Looking for solid position in the east. Tired of eating peanuts, want bananas, at least. Experienced. Award winner. Box 489C, BROADCASTING.

A GOOD MAN IS HARD TO FIND

(in radio programming, that is . . .)

We're one of the top independent stations in the country and we've been scouting for months for the right kind of Program Manager. Sure, we're hard to please. Our specifications are tough.

We're not looking for an operations-type, a glorified traffic clerk, or a d.j. who wants to play executive. We want a man who can creatively and energetically run a Program Department that includes producers, a public affairs director, a news director and reporters, and some high-priced, introspective on-the-air talent.

He is an expert on pop music, and can build the kind of music-and-news sound that will get top ratings in a tough, competitive major market. He also has a flair for conceiving and producing programs other than record shows (important as these are to our success), including documentaries and special events.

The man we want probably has a great deal of independent station programming experience. Some network affiliate or network programming in his background may also round out his qualifications; but he isn't the kind of broadcaster who is still yearning nostalgically for the return of "Just Plain Bill."

If you are this rare paragon of radio showmanship, you'll find the opportunity with us is great. P.S. We also pay well.

Tell us all about yourself in a letter to **Box 510C, BROADCASTING.**

Situations Wanted—(Cont'd)

Production-Programming, Others

Girl. Trained. Write commercials, type, do limited air work. Anxious to begin first job. Modest salary. Good worker. Alice Wireman, Gapville, Kentucky.

TELEVISION

Help Wanted—Sales

UHF independent station needs aggressive salesmanager who will call on national agencies, plus direct local salesmen. Excellent future with incentive plan. Send complete resume to Box 365C, BROADCASTING.

Announcers

Need one tv staff announcer and one on camera news man capable of writing and presenting an authoritative newscast—we are adding to five man staff, and need man who knows what he is doing and enjoys doing it. If you think you can fit, send complete background, audio tape and picture or film clip to: Box 352C, BROADCASTING.

Staff announcer for southwest vhf medium market station. Must be mature and experienced. Send photo, resume, audio and tape to Box 364C, BROADCASTING.

Major market midwest television station has immediate opening for announcer who also directs or is interested in training in directing. Send tape, resume and picture. Box 431C, BROADCASTING.

WLEX-TV, Lexington, Kentucky has immediate opening for announcer with television experience. Prefer age 28-35. Send resume, audio tape, and recent photograph to Harry C. Barfield, WLEX-TV, Lexington, Kentucky.

Technical

Maintenance engineer with emphasis on microwave equipment. First class license required. Network vhf located in midwest and member of radio-tv station group. Send full details of training and experience to Box 467C, BROADCASTING.

First class engineers for transmitter and studio operation and maintenance. Network vhf located in midwest and member of radio-tv station group. Send full details of training and experience to Box 468C, BROADCASTING.

Engineers with some announcing experience for fm maintenance and operation. Excellent opportunity. Great Lakes area. Give full details in letter. Box 469C, BROADCASTING.

Transmitter supervisor for PT 25BH. Applicant should be very strong on transmitter maintenance. Good pay for right man. Contact Jim Lockerd, Chief Engineer, KSWO-TV, Lawton, Oklahoma.

Assistant chief engineer or studio operations engineer. Salary open. Prefer 2 to 3 years experience in maintenance. Jerry E. Smith, C. E., Box 840, Corpus Christi, Texas.

Production-Programming, Others

Promotion assistant—midwest CBS affiliate: Young man or woman with exceptional writing ability. Send resume, samples and salary requirements to Box 411C, BROADCASTING.

Stage manager wanted for south eastern capital city vhf station. Must have a minimum of two years' commercial experience in all phases of studio production. Must be capable of supervising floor crew. Salary will be commensurate with experience and potential. Attractive company benefits, pleasant working conditions at this multiple ownership station. Please rush resume, including references, and recent photo to Box 412C, BROADCASTING.

Photographer at southern medium market station. Require proven ability as newsreel and commercial photographer. Must be able to maintain equipment, shoot and process slides, stills sound and silent motion picture film. We have a well equipped photographic department. This is an excellent opportunity for a man presently in secondary position. Rush resume, references and recent photo to Box 421C, BROADCASTING.

TELEVISION

Situations Wanted—Technical

Northeast: A mature engineer, thoroughly experienced in all phases of broadcast engineering is seeking a permanent position. Box 383C, BROADCASTING.

Studio technician, first phone, age 43, three years experience, weak on maintenance, excellent references. Box 461C, BROADCASTING.

5 years am-fm chief seeks position as tv transmitter engineer. Box 465C, BROADCASTING.

Broad experience all phases tv management . . . strong on sales . . . creative, 32, family. Seek position with future. Box 494C, BROADCASTING.

Tech school graduate, one year experience, 1st phone, vet. Box 503C, BROADCASTING.

Graduating production trainees available. Recommendable personnel who handle equipment like veterans. Contact Intern Supervisor, WTHS-TV, Miami.

Production-Programming, Others

Available January 15, 1961—Production/direction live/film. Versatile all phases commercial/education. 10 years experience. Have Arri—Passport—Will Travel. Box 640B, BROADCASTING.

Young, industrious, creative producer-director with seven years experience in all phases of production desires same position in larger market Excellent recommendations. Box 473C, BROADCASTING.

Former university instructor in television and theater desires directing position in commercial or educational television. Experienced director, scene designer, and lighting director. Geographical location unlimited. Contact: James W. Armacost, 54 Bond St., Westminster, Maryland.

No rip and read. TV newscaster, writer. Mature, authoritative. Experienced. Jack Manning, 1441 N. Hudson, Hollywood, California. HO 6-1063.

For Sale

Equipment

Three used 50 kw am broadcast transmitters, two used 5 kw transmitters, one used 1 kw transmitter. Will sell all or part. Write for details. Box 447C, BROADCASTING.

RCA 66-A modulation monitor top condition. Panel newly refinished. New lettering. Price . . . $250.00. Freight prepaid, KNET, Palestine, Texas.

Gates 250C transmitter with tubes and 690 kc crystal and oven. $825. Bob Bradbury, Radio Station KHEM, Big Springs, Texas.

Gates remote—Model RDC-10 like new, with monitors and associated parts—$800.00 cash. Mr. Martens, C.E., WENN, FA 3-2341, Birmingham, Alabama.

Tower—immediate delivery—Utility heavy duty 185′ with lighting kit—dismantled—ready for shipment. WOKJ, Box 2667, Jackson, Miss. FL 4-4096.

Schafer automatic program equipment. Used less than one year. Manufacturer's guaranteee 4 years. $7,500.00. Call Olean, N.Y. 2-0161.

Video monitors. Closed circuit and broadcast, Foto Video Laboratories Inc., Cedar Grove, New Jersey, CE 9-6100.

Will buy or sell broadcasting equipment. **Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.**

Special sale. We're moving to our new plant in New Brighton, Minn. Several used lab and demo video monitors. 17" models $185.00 @ new warranty. Miratel, Inc., 1083 Dionne St., St. Paul, Minn.

Microwave transmission line-Andrew 1⅝" and ⅞" teflon insulated. Large quantity, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

FOR SALE

Equipment—(Cont'd)

Truscon tower, 370 feet, solid member construction. Self-supporting, insulated, priced right, immediate delivery. Phillips Tower Co., 124 E. Lachappelle St., San Antonio, Texas.

Four legged self supporting tapered tower 185′ high. First check for $950 will take. United Broadcasting Company, Hotel Shoreham, Washington, D.C., CO. 5-4734.

WANTED TO BUY

Stations

Responsible broadcaster will lease your station, buy or finance cp, or buy station. No market too small. Reply in confidence. Box 416C, BROADCASTING.

Radio station grossing between $70,000 and $125,000 per year. Prefer southern part of nation. Box 474C, BROADCASTING.

Michigan station or construction permit. Top business references. Contact Hudson White & Company, phone GL 9-4335, Grand Rapids, Michigan.

Equipment

Used uhf transmission equipment including transmitters, filtrexers and antennas. Give full particulars including type numbers, location of equipment, channel number and price. Box 420C, BROADCASTING.

One kw am transmitter suitable for Conalrad operation only. Please contact George Carlson, Engineering Director, WDSM-TV & AM, 230 East Superior Street, Duluth, Minnesota.

Need monitors, law power tv transmitters (vhf), any commercial test equipment, 10 camera chains and special purpose tubes. Anything in broadcasting. Anything in broadcasting field from a tube to a tower sold or bought. Electrofind, 550 Fifth Avenue, N.Y.C.

Do you have white elephant on your hands? We are in need of complete fm station equipment. Have c.p. for hot spot in southern California ready to go. Prefer complete station setup. Write, wire or phone Cordell Fray, 8046 Fulton Avenue, North Hollywood, California, Triangle 3-1967.

Need insulated and non-insulated hangers for 1⅝" co-ax, good used condition. Four sections Andrew type 451 1⅝" co-ax, good used condition. Also good used dehydrator unit GL2H21 tubes, good used or extra stock. State condition, price, first letter. Glasgow Broadcasting Company. P.O. Box 630, Glasgow, Kentucky.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes Grantham Schools are located in Hollywood. Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road Kansas City 9, Missouri.

Announcing, programming, etc. Twelve week intensive, practical training. Brand new console, turntables, and the works. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting October 26, 1960. January 4, March 1, 1961. For information, references and reservations write William B. Ogden. Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

MISCELLANEOUS

Comedy for deejays!—"Deejay Manual", a complete gagfile containing bits, adlibs, gimmicks, letters, doubles, etc. $5.00—Show-Biz Comedy Service (Dept. DJ-3), 65 Parkway Ct., Brooklyn 35, New York.

RADIO

Help Wanted—Announcers

Major market, top station in eastern part of country wants warm, friendly sounding dj with life and vitality who is ready to step up to the ranks of real pros. Send tape, photo, salary requirements, and background first letter. Will hold confidential.

Box 448C, Broadcasting

MORNING MAN

Must be solid personality dj with good, friendly style. If you have comic approach, so much the better. No news. $7500 per annum to start.

KSTT
Davenport, Iowa

Technical

ENGINEERS

Experienced in detailing and layout of studio and transmitter audio facilities, including familiarity with audio switching equipment. Degree desirable but not essential.

Permanent position with a leading consulting engineering firm in Washington, D. C.

Send resume to:
J. P. Gaines, Personnel Manager
Page Communications Engineers, Inc.
A Subsidiary of Northrop Corporation
2001 Wisconsin Avenue, N.W.
Washington, D. C.
or call
FEderal 7-7600

Production-Programming, Others

CONTINUITY DIRECTOR

Experienced in production spots; able to write selling copy. Permanent position, salary open. Send complete resume including starting salary, when available, etc. To Bob Wiley, P.D., **WAKR Radio-TV Center**, Akron 20, Ohio, PO 2-8811.

WANTED

Continuity writer with background in audience and sales promotion for number one station in Philadelphia. Typing required. Send resume, photo and salary to Roy Schwartz, Radio Station WIBG, Philadelphia 3.

RADIO

Situations Wanted—Management

TO A
MULTIPLE STATION OWNER

Do you need a dynamic sales administrator in New York City? This man has had 22 years in Radio-TV. He has been a Writer-Director-Sales Executive—and station owner.

His ability can spell "profits" for you!

Box 493C, BROADCASTING

Announcers

WHAT EVER HAPPENED TO THE HAPPY, FRIENDLY, WARM PERSONALITIES?

All I ever hear are frantic screamers! I'm the former. Currently a major, million plus market, traffic time D.J. If you feel the same, contact:

Box 430C, BROADCASTING

Production-Programming, Others

ATTENTION AUTOMATED STATIONS!

(already or about to be)

Available for a limited time—outstanding expert on Automated Programming. Will set up any format: Good music-Top 40 . . . Will start you with backlog of tapes: (Intro-outro; drop-ins; breaks; promo's) Work as Consultant. Tapes made at your station with your equipment. Tailor made with cu-dots and tone for Schafer Automation . . . 22 years major market radio.

Contact: Johnny Wilcox
Box 5416, Rt. 5
Albuquerque, N.M.
Phone: Axtel 9-2345.

See: Page 12, July 12th issue "Wall Street Journal". Get absolute maximum from Automation—

TELEVISION

Help Wanted

Production-Programming, Others

ASSISTANT PROMOTION MANAGER
TV/RADIO STATIONS

Network owned stations in eastern market looking for strong second man in promotion department, capable of assuming top job in time. Primary responsibilities: Press and radio sales promotion, should also have some audience promotion background. Salary $8000. Resume.

Box 487C, BROADCASTING.

TELEVISION

Situations Wanted

Production-Programming, Others

New York—Wash. Area
WELDON WALKER
News
Moderator
Host
Commercial Announcer
5 years TV experience
Wash. D.C.
1200 S. Arl. Ridge Rd.
Arlington, Va.
Otis 4-5411

FOR SALE

Equipment

LENSES

"Off-the-Shelf" delivery! Lenses for Image-Orthicon Cameras, Vidicon and other requirements. Top Quality. Write for list and catalog.

BURKE & JAMES, INC.
321 So. Wabash Ave., Chicago 4, Ill.

REMOTE THERMOMETER
(ELECTRONIC)

Outside temperature from mike position. Install in less than 1 hour. Send for brochure:

ELECTRA-TEMP CO.
Box 6111
San Diego 6, California

Employment Service

JOBS IN THE MIDWEST
SALESMEN—ENGINEERS—ANNOUNCERS
COMBO—PROD—COPY—MANAGEMENT
IN RADIO—TV
Write NOW for free application
WALKER EMPLOYMENT SERVICE
83 So. 7th St. Mpls. 2, Minn.
FEderal 9-0961

MISCELLANEOUS

BROADCAST PRINTING

New Approved
STANDARD BILLING FORMS FOR RADIO/TV SPOT
as recommended by SPONSORS, Agency Financial Groups
1,000—$6.95, 2,000—$11.00, 5,000—$24.00.
Check with order. Delivery within 3 days. Send copy for your imprint.
FREEBERN PRESS, INC.
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Specializing in Broadcast Telemetry
Radio Remote Control and Multiplex Systems
For
STUDIO TRANSMITTER LINKS
John A. Moseley Associates
Box 3192 Woodland 7-1469
Santa Barbara, California

STATIONS — FOR SALE

CALIFORNIA FULLTIME

Located in one of the state's better metropolitan area markets. Ideal low cost setup for owner-manager. Total price $195,000 with terms available.

Box 862B, BROADCASTING.

WESTERN MAJOR METROPOLITAN

5 KW fulltime regional in dynamic top market. Showing profit on gross of $150,000 but has unlimited potential with good management. Priced at $275,000 with unheard of terms. Much less for cash.

Box 402C, BROADCASTING

TOP 50 MARKET

1 kw, daytimer. Exceptional terms. Only qualified financially responsible principals. No brokers.

Box 452C, BROADCASTING

FLORIDA DAYTIMER

500 Watts Clear Channel

Located in Growth Area. $58,500. Terms. Includes Real Estate. For Sale by Owner.

Box 463C, BROADCASTING

PACIFIC NORTHWEST REGIONAL

Fine fulltime facility in good market. Valuable real estate included in price of $160,000 with 29% down and long payout.

Box 501C, BROADCASTING

Ariz.	Small	Fulltime	$73M	terms
Calif.	Small	Fulltime	68M	15dn
Tenn.	Single	Daytimer	62M	cash
Va.	Single	Fulltime	57M	15dn
La.	Single	250w	107M	30dn
Ga.	Single	Fulltime	175M	29%
Va.	Single	Daytimer	80M	25dn
Ala.	Medium	250w	65M	22dn
Fla.	Medium	Regional	230M	terms
Wyo.	Medium	1kw-D	125M	29%
La.	Medium	Fulltime	158M	terms
Texas	Medium	1kw-D	225M	29%
Wash.	Metro	1kw-D	85M	30dn
Texas	Metro	1kw-D	130M	29%
Calif.	Metro	FM	49M	13dn

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Please Address:
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D.C.

GUNZENDORFER

CALIFORNIA. *$12,500 down.* $300 a month payout. Price $60,000.

SOUTHWEST. *$10,000* down asking price $45,000.

NORTHWEST. Fulltimer. Asking $95,000. 29% down.

CALIFORNIA. Big market fulltimer. Asking $275,000.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers *Financial Consultants*

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

STATIONS FOR SALE

ROCKY MOUNTAIN. Very profitable full time facility. Doing $200,000 per year. Sound market economy. Asking $300,000 with 29% down including real estate.

SOUTHWEST. Top one hundred markets. Daytimer that can go full. Asking $120,000 with 29% down.

SOUTH. Top market. Asking $350,000 with 29% down.

ROCKY MOUNTAIN. Full time. Doing $100,000. Asking $150,000 with 29% down.

SOUTHWEST. Daytimer. Absentee owned. Did $8,100 August. Asking $110,000 with 29% down.

SOUTHWEST. Old established full time operation in top one hundred markets. Asking $275,000 with 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Dollar for Dollar
you can't beat a classified ad for getting top-flight personnel
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 115

work Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

WKBI St. Marys, Pa.—Granted mod. of cp to change type trans. for nighttime use and install new trans. for daytime use; condition.

KIFI-TV Idaho Falls, Idaho—Granted mod. of cp to change ERP to vis. 316 kw, aur. 158 kw, trans.; ant. system, trans. location; changes in equipment; ant. 1,520 ft.

WBON (FM) Milwaukee, Wis.—Granted mod. of cp to increase ERP to 38 kw; ant. height 450 ft., change ant.-trans. and main studio location, type trans., and ant. and changes in ant. system.

Columbia Bcstg. System Inc., New York, N.Y.—Granted authority to transmit via direct relay, air or rail express, CBS television network programs to Canadian tv stations CJSS-TV Cornwall, Ont., CHCH-TV Hamilton, Ont., CHBC-TV Kelowna, B.C., et al for broadcast by such stations. All programs to be broadcast by aforementioned stations will be broadcast in United States by one or more tv stations licensed to Columbia Bcstg. System Inc. for period ending Sept. 28, 1961. Without prejudice to such action as commission may deem warrented as result of its final determination with respect to: (1) conclusions and recommendations set forth in report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission; and (3) pending antitrust matters.

KLGN Logan, Utah—Granted extension of completion date to March 22, 1961.

Actions of September 27

WKYT (TV), WTVN-TV Lexington, Ky. and Columbus, Ohio—Rescinded action of August 29 granting licenses covering changes in tv stations.

WDEA Ellsworth, Me.—Granted mod. of license to change studio location and operate trans. by remote control.

WTOC-TV Savannah, Ga.—Granted cp to change ERP to vis. 316 kw, aur. 158 kw, type trans. and make changes in ant. system; ant. 480 ft.

WEEB Southern Pines, N.C.—Granted cp to install old main trans. (main trans. location) as aux. trans.

WJBW New Orleans, La.—Granted cp to install new trans.

WRIV Riverhead, N.Y.—Granted cp to install old main trans. (main trans. location) as aux. trans.

KGY Olympia, Wash.—Granted cp to make changes in ant. system. (increase height).

WGHN Grand Haven, Mich.—Granted mod. of cp to change type trans.

KCUL Fort Worth, Tex.—Granted mod. of cp to make changes in DA system.

KRAE Cheyenne, Wyo.—Granted mod. of cp to change ant.-trans. and studio location; condition.

■ Granted STA for following vhf tv repeater stations: Denton Tv Assn., chs. 11 and 13, Denton, Mont. KFBB, ch. 5, Great Falls and KGHL ch. 8, Billings, Mont.; Hettinger Tv Assn., ch. 10, Hettinger, N.D. (KFYR ch. 5, Bismarck, N.D.).

Newcastle Tv Assn. Inc. Newcastle, Wyo.—Set aside Sept. 27 action granting authority for vhf tv repeater station.

KDOL Mojave, Calif.—Granted mod. of cp to make changes in ant. system and change type trans.; condition.

KRVC Ashland, Ore.—Granted mod. of cp to change type trans.

WELF (FM) Glen Ellyn, Ill.—Granted mod. of cp to change name to Elizabeth G. Coughland tr/as Citadel Bcstrs. of DuPage.

■ Following stations were granted extensions of completion dates as shown: WOWY Clewiston, Fla. to Dec. 1; KCRA-FM Sacramento, Calif. to April 1, 1961; KBBW (FM) San Diego, Calif. to March 15, 1961; KFRC-FM San Francisco, Calif. to Dec. 15; WLOM (FM) Chattanooga, Tenn. to Dec. 9; KQRO (FM) Dallas, Tex. to Nov. 1; WSUR-TV Ponce, P.R. to Jan. 3, 1961; WLBT (TV) Jackson, Miss. to Nov. 1; KPAC-TV Port Arthur, Tex. to Feb. 28, 1961.

Actions of September 26

WTMB Tomah, Wis.—Granted license for am station.

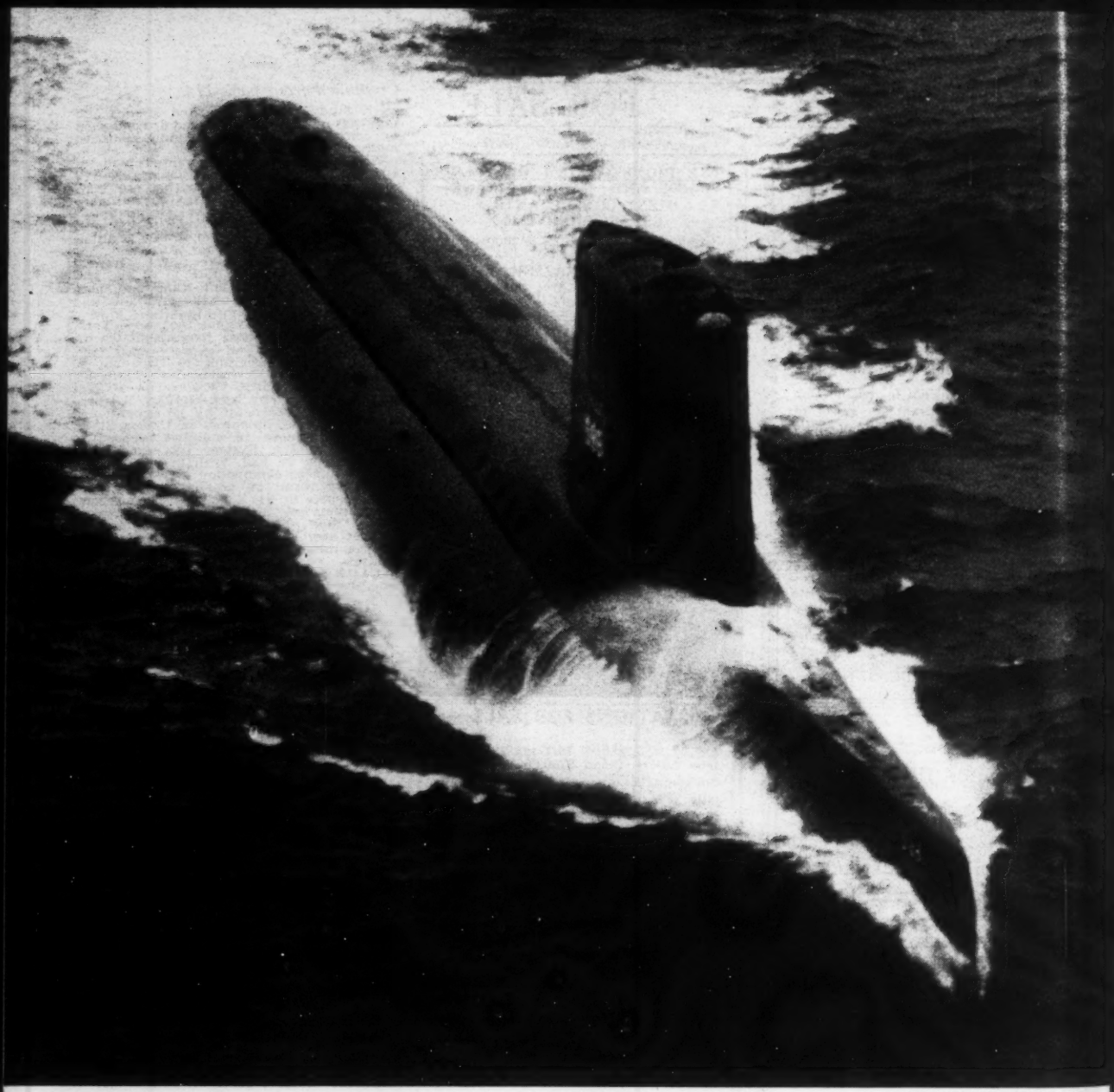
WBKV-FM West Bend, Wis.—Granted cp to make changes in trans. equipment; condition.

WFNC-FM Fayetteville, N.C.—Granted cp to increase ERP to 22.5 kw, decrease ant. height to 280 ft., install new type ant. and make engineering changes.

WKIX Raleigh, N.C.—Granted cp to install new trans. (main trans. location) as aux. trans. (DA-N).

WCSC Charleston, S.C.—Granted cp to install new type trans.

KMCS (FM) Seattle, Wash.—Granted cp to increase ERP to 17.5 kw; remote control permitted.



Official U. S. Navy Photograph

Power for a fighting fish . . .

The atomic submarine *U. S. S. Triton,* whose underwater global voyage recently made naval history, is equipped with Anaconda nuclear reactor cable which provides for the critical functions of power supply, position indication and temperature control. Developed in cooperation with United States Navy engineers, similar cable serves aboard all of the nuclear submarines thus far built in this country. In addition, uranium serves as the life-power of these man-made fishes—power enough to propel the *Triton* approximately 60,000 miles without refueling! Today, Anaconda is the nation's largest producer of uranium oxide concentrate, from which this super-fuel is made.

But nuclear energy has *other* vitally important applications, notably for peaceful purposes. Uranium concentrate, product of Anaconda's uranium ore-processing, is compressed into tiny ceramic pellets, each not much larger than an aspirin tablet. The energy from one such pellet could run a TV set for almost a year. Two dozen would furnish as much electricity as an average home would use in *three* years. And it's happening now! At Shippingport, Pennsylvania, the Duquesne Light Company's remarkable power generating plant utilizes a million of these pellets in a pace-setting operation which creates a bright pattern for the future. In the meantime, uranium makes life safer for most of us through radioisotopes which contribute much towards better products, better health, and which may help to provide better food.

Through its millions of tons of uranium ore reserves, through new copper sources such as the new El Salvador Mine in Chile, and through constant product research and development, Anaconda serves the nation in peace—and in the pursuit of peace.

60188 A

ANACONDA®

OUR RESPECTS TO . . .

Donald Dennis Sullivan

Today's farmer generally has the same "broad-gauged" interests as his city cousin. As a result, says Don Sullivan, vice president of Peoples Broadcasting Corp., a station serving agricultural community interests must not only focus on farm programming but provide a diversified, well-rounded service.

In the wide area regarded by Peoples as "Big Aggie Land," WNAX, Yankton, S.D., programs bowling with the same fervor and promotion as it does plowing matches and other fare designed to meet the special needs of farmers and their families. So does companion KVTV (TV) Sioux City, Iowa.

The resident vice president of Peoples, Mr. Sullivan rides herd on the two affiliated properties as general manager. He also maintains an active participation in network (CBS-TV) affiliate and state broadcaster affairs, plus community doings.

Good Business ■ To Mr. Sullivan, management and staff should become not only an integral part of the community but leaders of local civic, charitable, religious and other public service organizations. "We feel that this is part of our stewardship and our responsibility, and it is good business as well," he observes.

This is a cornerstone of the philosophy of Peoples Broadcasting Corp., headed by Herbert E. Evans as president. The group, a subsidiary of Nationwide Insurance Co., also owns and operates WGAR Cleveland and WRFD Columbus-Worthington, both Ohio; WTTM Trenton, N.J., and WMMN Fairmont, W.Va.

More Oatmeal, Mom ■ Donald Dennis Sullivan's first interest in radio manifested itself in the crystal set days. A native of Northfield, Minn. (born on June 23, 1908), he coupled conventional copper wire with a Quaker Oats cereal box to produce his own radio receiving set. While in grade school he practiced "catching" WGY Schenectady and KDKA Pittsburgh during the early '20s.

Young Don was graduated from Albert Lea High School in Albert Lea, Minn., in 1926 and from Carleton College at Northfield in 1930. During the summer months he kept in shape for basketball by working on paving crews throughout Minnesota and Iowa, which helped him defray college expenses. At Carleton he was campus representative for the Josten Mfg. Co., selling class rings, medals, trophies, commencement announcements and related items. The depression brought its financial problems, but he persevered through the '30s as territorial representative for the manufacturer.

Mr. Sullivan began running the Sullivan Bus Lines in 1942 and as owner-manager operated the line from area points to a Burlington (Iowa) ordnance plant, transporting shifts of munitions workers back and forth. A year later he sold it to his lawyer and cast about for a fresh career at age 35.

Equipment ■ He nurtured an avid interest in advertising that started in school. He had been advertising and business manager of the school paper and yearbook at both Albert Lea and Carleton. He also was fortunate enough to have friends at WMT Cedar Rapids. Someone suggested he ask for an interview with William B. Quarton, then commercial manager and now executive vice president of WMT-AM-TV. The interview, in July 1943, was brief (Mr. Quarton also was occupied with duties as president of the local chamber of commerce) but Mr. Sullivan went away with some basic ammunition—a WMT rate card and copy of a "bible" (BROADCASTING), plus a local sales job. Mr. Sullivan noted a wartime newspaper article dealing with a shortage of bottles among local soft drink bottlers and promptly did something about it: he pitched a cooperative radio spot package to 10 participating dealers in Waterloo and Cedar Rapids, urging listeners to return their empties.

PEOPLE'S SULLIVAN

Began a new career at 35

The following year, Mr. Sullivan moved up to commercial manager, succeeding Mr. Quarton, appointed general manager. Mr. Sullivan joined Cowles Broadcasting Co.'s WNAX in a similar capacity in 1948. Cowles received its ch. 9 grant for KVTV, one of the first post-freeze stations, in November 1952, and began operation in Sioux City in March 1953.

That fall, Mr. Sullivan assumed duties as advertising director for Cowles' KVTV and WNAX. He was elevated to vice president and general manager of both stations in 1956. Cowles sold the stations to Peoples in December 1957 and shortly thereafter, Mr. Sullivan became resident vice president, also retaining general managership.

WNAX claims to serve part or all of 175 counties in South and North Dakota, Nebraska and Minnesota. It is a CBS Radio outlet.

A pioneer radio station, WNAX was founded in 1922. The station emphasizes community service activities. For the past 11 years it has sponsored a bowling tournament and last month it was a cosponsor of the annual conservation field days and national plowing contests. This big event was held near Sioux Falls, S.D.

Public Service ■ Like WNAX, KVTV is heavy on public service programming (*College on Camera, As Siouxland Speaks* and *Siouxland Farmer,* plus college courses for credit in cooperation with Morningside College). Mr. Sullivan also believes in a strong news operation, as well as public affairs programs (like *Channel 9 Reports)* on community problems. KVTV is affiliated with both CBS-TV and ABC-TV.

Mr. Sullivan is a member of the CBS Television Affiliates Advisory Assn. board, president of the South Dakota Broadcasters Assn. and a director of the Iowa Broadcasters Assn. He's also immediate past board member of the Sioux City Chamber of Commerce, past president of the Sioux City Symphony Orchestra Assn. and a member of Iowa State U.'s telecommunicative arts advisory committee. He also holds memberships in other local civic and cultural groups.

He married the former Harriett Sateman Swain (on Aug. 9, 1941), onetime women's editor of the *Cedar Rapids Gazette.* Their children are Dennis 17 and Lynn 13. "My main hobbies are fishing, bowling and golf," Mr. Sullivan reports, "but I fear my golf handicap reflects a severe case of 'broadcastitis.' With winter bowling and summer golf, I am usually trying to score over 100 in the winter and under 100 in the summer."

EDITORIALS

Sane approach

TWO WEEKS from today the FCC will begin a hearing on RKO General's application to conduct a test of on-the-air subscription television in Hartford, Conn.

The ground rules the commission has set seem sensible. The hearing will be confined to one application for one test in one community and the witness list confined to parties of immediate interest. With these limitations, the FCC has at least a chance to prevent the Hartford hearing from being the kind of emotion-charged event that every other subscription television proceeding has turned into.

It is hard to treat the issue of pay tv objectively. Those whom it most concerns have personal stakes in it. The advocates expect to make fortunes if pay tv is authorized. The opponents fear their own businesses would be destroyed.

So far the issue has been argued on the assumption that great personal gain for some and great personal loss for others would be the inseparable results of the creation of a pay system. It is that assumption that has led to extremes of propaganda. In efforts to win the public to their sides, the advocates have made extravagant promises, and the opponents have raised alarms. Neither course can result in a reliable public vote on the issue.

In our view, the FCC's Third Report, establishing the criteria for a controlled test of subscription tv, was a practical compromise between two unattractive alternatives—a total government embargo against a new business enterprise or a wholly permissive policy that might have let pay tv cannibalize the free system that was still far from maturity.

An embargo had some appeal when the subscription issue was at its peak several years ago. The commercial tv system was still in a period of rapid expansion. It seemed entirely possible that most of the frequencies set aside for free tv would soon be occupied.

Since then the situation has stabilized. Taken as a whole, free television is a national institution in robust economic health. But many of the frequencies reserved for it are still unoccupied, still unclaimed, and indeed unwanted by free television operators. If subscription interests want to risk tests to exploit channels that commercial operators have rejected, there is less reason now to deny them the chance, as long as the FCC's criteria for testing are observed.

In the long run it is for the public to decide how much subscription television and how much free television there will be. That decision cannot be made until the public can give both a fair trial under conditions that do not artificially promote one while destroying another. Conditions of that kind seem to be promised in the FCC's Third Report and in the first hearing on a Third Report application.

Reappraisal

THE FCC, it seems, isn't interested in overcommercialization any more. It is now using a formula based on "program interruptions."

This is an exercise in semantics. It is a distinction without a difference. The FCC is still counting spots. It is still meddling in programming in defiance of the First Amendment and of the explicit anti-censorship provision of the Communications Act (Section 326).

There is no accurate figure available as to the number of stations that have recently received notices from the FCC advising them that their renewal applications indicate the necessity of hearing. These stations, it seems, collided with the new FCC rule-of-thumb on "program interruptions." It means that, based on their operating hours, they interrupted their programs with announcements in excess of some predetermined figure. And it also means that they went beyond the number of "interruptions" (or announcements) they had indicated they would use in filing their previous renewal three years earlier.

There were two such "indicate-the-necessity-of-a-hearing" letters a fortnight ago. They provoked a heated debate in commission meeting. Commissioner T.A.M. Craven, who is serving his second separate hitch on the FCC, called this censorship and "persecution." Commissioner Rosel H. Hyde, with 14 consecutive years on that agency, voted along with Mr. Craven against the letters. Commissioner Charles H. King, who began his tenure a few weeks ago, supported Mr. Craven too. The vote was 4-3.

The majority of the FCC who voted for the letters ought to take a new look. It should, for example, ponder the position taken by Commissioner King, who is serving an interim appointment while on leave from his deanship at Detroit U. Law School. In a recent off-the-cuff speech before the Michigan Assn. of Broadcasters, he commented:

"There is no question the FCC can't censor broadcasting and the Commission has no right to interfere with free speech. But we do."

Commissioner King is an able lawyer. For reasons both political and personal, he apparently doesn't expect to make a career of the FCC (we're disposed to wish he would).

One of the overdue items on the FCC agenda is a new renewal form (303). It has been languishing for several years. The thrust had been to eliminate percentages of time to be devoted to specific program categories and to throw out spot counting. But the FCC staff and certain commissioners evidently feel that without those percentages and commercial countdowns the commission won't be able to determine whether stations are serving the public interest, convenience and necessity.

Commissioner King refreshingly observes that after several weeks on the job he hasn't yet found out what that clause means. This journal begins its thirtieth year of publication next week and we'll confess we have never heard nor read an authoritative definition of this time-honored catch-all justification for everything the FCC does.

When the renewal form comes before the FCC some weeks hence we hope *all* members will first re-read the First Amendment and Section 326.

Drawn for BROADCASTING by Sid Hix

"That program isn't so hot, but the commercials make watching it worthwhile."

NOW AVAILABLE...

Radio Impact in the Twin City Market

A sociological study approved by the University of Minnesota

A recently completed survey designed to measure the impact and impression which each radio station and its personalities makes on the Twin Cities population has now been compiled for use by advertisers and advertising agencies.

Under the direction of Dr. Roy Francis, Professor of Sociology, University of Minnesota, this survey meets the highest possible standards of design, procedure, sampling and evaluation that modern research can provide.

Among the results which we (for obvious reasons) find particularly interesting are the following:

Favorite disc-jockey among 15 listed—Don Doty

Favorite radio sports announcer—Dick Nesbitt

Favorite radio newscaster—Bob Ryan

Impact is also measured by age, income and educational levels.

Your nearest Edward Petry office or a KSTP representative will be happy to give you further details on obtaining a copy of the survey. Or, you may write Byron E. Anderson, Sales Manager, KSTP Radio, 3415 University Avenue, Minneapolis, Minnesota.

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